

**WILL THE BIG DISCOUNT HOUSES INVADE YOUR MARKET?**  
see page 56

# Electrical Merchandising

A McGRAW-HILL PUBLICATION • ONE DOLLAR

MARCH • 1959



**ON page 45 OF THIS MONTH'S SPECIAL REPORT**

Veteran Kitchen Dealer Frank Murphy (above) confesses...

**"I'm Still Learning the Kitchen Business"**

<del>\$289.95</del>	<del>.40</del>	<del>\$115.9800</del>	<del>\$229.95</del>	<del>.35</del>	<del>114.975</del>	<del>689.85</del>	<del>\$80.4825</del>	<del>\$159.50</del>	<del>.41</del>	<del>159.50</del>	<del>\$65.40</del>
<del>\$199.95</del>	<del>.32</del>	<del>399.90</del>	<del>\$249.95</del>	<del>.33</del>	<del>749.85</del>	<del>\$749.85</del>	<del>\$824.883</del>	<del>\$209.95</del>	<del>211.25</del>	<del>126.750</del>	<del>120</del>
<del>599.85</del>	<del>63.9840</del>	<del>63.9840</del>	<del>60</del>	<del>67</del>	<del>60</del>	<del>75</del>	<del>60</del>	<del>75</del>	<del>60</del>	<del>150</del>	<del>120</del>
										<del>300</del>	<del>300</del>

## There is **MORE** to your PROFIT PICTURE than the size of your discount

get out of the "ME TOO" class with **SPEED QUEEN**

**STAINLESS STEEL**

Bowl-Shaped Tub and

**STAINLESS STEEL**

Dryer Drum



A liberal discount in the laundry appliance field is merely the *start* toward a good profit.

Many other "pieces" must fit together in order to wind up with a pleasing *net* profit!

Speed Queen goes all out to maintain policies that give Speed Queen dealers the cooperation necessary to keep net profits *up* where they belong.

If you're making enough money with your present line, fine. But if not, we'd like to show you some Speed Queen money-making angles that will definitely improve your profit picture. Write, wire or phone —

**SPEED QUEEN**  
a Division of McGraw-Edison Co.,  
Ripon, Wisconsin

**McGRAW  
EDISON**

# **SPEED QUEEN**

The QUALITY-PROFIT LINE for '59

# SPOTLITE...a quick look at what's going on

MARCH 1, 1959

That air of optimism we talked about last month is still very much in evidence this month. And this despite a late January-early February slowdown in some areas. (The slowdown, incidentally, doesn't seem to be national in scope. Read through the Regional Trends which begin on page 13 of this issue and you'll see that whatever dip has taken place has been regional in nature. Some areas, on the other hand, report extremely good business.) Even among the dealers who are complaining of slow sales, optimism continues to run high. This conviction finds ready support from a number of manufacturers who report record or near-record sales for the early weeks of the year.

Motorola, for example, says first quarter sales will exceed \$55 million, some 35 percent better than in 1958; earnings are expected to be \$2,000,000 as compared with \$677,000 in the same 1957 period. Kelvinator reports that dealer billings in January increased by 25 percent over the same month a year ago. Both home laundry and refrigerator orders showed increases of better than 30 percent. Olympic Radio & TV says its consumer sales in January were a third higher than those a year ago. This represented the highest January sales volume in the firm's 23-year history. Eureka, riding the crest of a "near record" final four months in 1958, told its field staff that the upsurge in sales was expected to continue through 1959 (with the biggest share of the credit being given the firm's new "vibra-beat" cleaner). And high-flying Zenith predicted that first quarter sales would hit \$53 million, a 25 percent gain over 1958's record-breaking first quarter.

With optimism like this furnishing a background, it was little wonder that most retailers were looking forward to the remainder of the year with considerable confidence. They remained confident even while accepting the fact that the industry's marketing patterns were still changing. A good indication of the type of change still going on came in mid-February from New York discounter Steve Masters when he confirmed reports that he will open five more "pup"

stores in the coming year. A "pup" store is what Masters calls the branch operation he has been experimenting with for over a year in York, Pa. If there was ever any doubt about the success of the York, Pa. operation it was pretty well dispelled when Masters made his announcement that a second store in Lancaster and four more in unidentified towns are definitely in the works. For the first real report of what's happened in York---both to Masters and to other dealers---read "Will the Big Discount Houses Invade Your Market?" on page 56 of this issue.

Another big merchandising change which will apparently materialize this year is the trend to "cleaner" retail advertising. The FTC's "clean up or else" threat of last fall has produced rather dramatic results in some markets. In isolated cases, all price comparisons have been dropped from ad copy. More frequently, the flagrant "was regularly, is now" claim has been toned down considerably. In April, ELECTRICAL MERCHANDISING will present the first complete summary of what's happened since last fall on the retail advertising front.

In the meantime, efforts by G-E and Sunbeam to stop paying co-op allowances for cut-price ads drew additional support. Remington announced that it would withhold co-op funds from retailers who advertise cut prices on the firm's shavers.

Also at the local level, dealers in many communities were watching the mushrooming development of new bank-operated credit plans. Consumers were being offered their choice of community-wide charge plans or so-called "check-book credit". Still to be determined was the impact such bank plans would have on the retailer who carries his own paper---and who has been making a good share of his net on this paper.

Also on the credit front, speculation grew over the possibility of some government action aimed at halting the spiraling growth of "captive" finance companies. One legislator has already announced he will introduce a bill to bar auto manufacturers from such financial enterprises.



**THROUGH DYNAMIC PROMOTION** of its Total Electric Home concept, Westinghouse is opening up new sales and profit vistas for its dealers in both new and existing homes. Among the many wonders that will focus consumer attention on Westinghouse products

will be the *Food Preparation Center*, shown above with the sensational new Westinghouse Island Refrigerator that opens front and back. Other features include built-in electronic and electric ovens. Unifying the design are Westinghouse Maple Cabinets.

Westinghouse Heirloom Maple Cabinets—the new concept in quality cabinets—add the luxury look at modest cost to the new concept in gracious living—the Westinghouse **TOTAL ELECTRIC HOME**.



**ANOTHER** example of the way Westinghouse Heirloom Maple Cabinets add distinctiveness to the kitchen ensemble. With available trim kits, Westinghouse Shape-of-Tomorrow Refrigerators can be swiftly built in.



**WITH** the introduction of the glamorous Westinghouse 1000 Laundromat® and Dryer, the laundry moves into the living part of the home. Here, the units are placed in the *Sewing Center*, where they harmonize beautifully with the Westinghouse Heirloom Maple Cabinets beneath the windows.

# Only Westinghouse offers a powerful one-source kitchen merchandising package

To help its dealers make maximum sales and profits, Westinghouse offers two complete kitchen cabinet lines, each outstanding in its field. For customers wanting wood, the ideal choice is the furniture-like Heirloom Maple Cabinets. Rich and warm in texture, they harmonize with any decorative scheme or appliance color. For customers preferring metal, Westinghouse Steel Cabinets come in delightful Confection Colors, identical with those found in Westinghouse Kitchen and Laundry Appliances. Built-in appliances can quickly and easily be installed.

Armed with the Westinghouse Home Modernization Finance Plan, Westinghouse Kitchen Dealers can swing the whole deal through one source. All structural changes, painting, decorating, wiring, plumbing—even the accessories and drapes—can be fi-

nanced on *one* contract, in *one* simple step.

Increased promotional emphasis will be given these cabinets and built-ins when Westinghouse announces the wonders of the new Westinghouse Total Electric Home. Throughout the entire spring season, commercial after commercial on the Westinghouse Lucille Ball-Desi Arnaz Shows will extol the benefits of this new way of living. And in every commercial, Westinghouse Heirloom Maple Cabinets will be squarely in the public eye. In addition, there will be two full-color spreads in LIFE Magazine.

Inquiries from pre-sold prospects will start pouring in. The dealer who is ready to turn these inquiries into sales will have an important competitive advantage. Get in touch with your Westinghouse Distributor and be ready for the big boom that's coming.



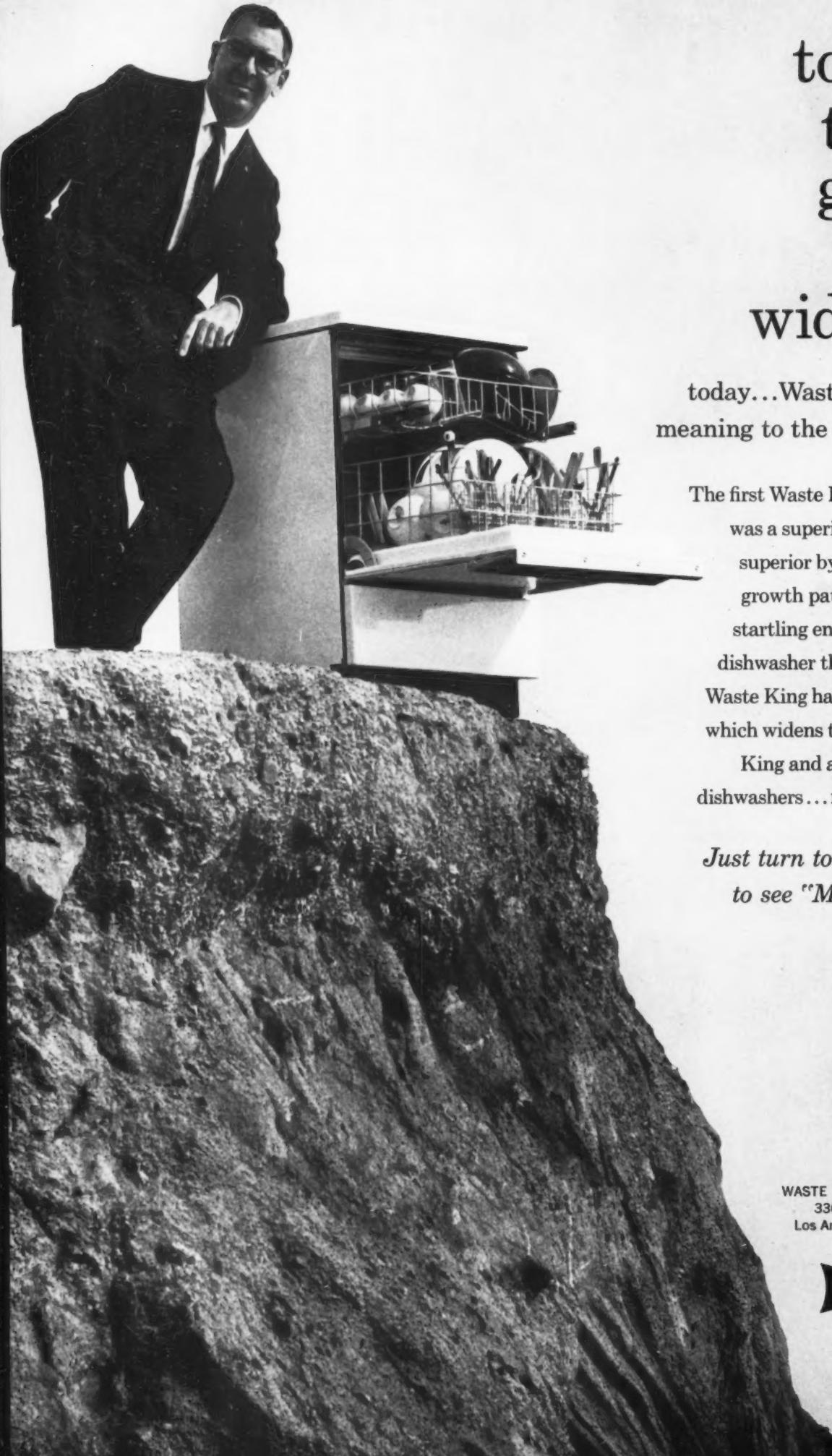
A COMPLETE one-source installation, with Westinghouse Steel Wall Cabinets, base cabinets, Micarta® counter top, built-in dishwasher, appliance center and refrigerator-freezer all from Westinghouse.

Another example of  in action



HARMONIOUS in design and color with adjacent counter and cabinets, the Westinghouse Refrigerator also fits neatly against the side and back walls, thanks to its 90-degree door opening feature.

YOU CAN BE SURE... IF IT'S **Westinghouse**  
WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS TV MONDAYS  
WESTINGHOUSE ELECTRIC CORP., CUSTOM KITCHENS DEPT., MANSFIELD, OHIO



# today... the gap is widened!

today...Waste King adds new meaning to the word "automatic!"

The first Waste King Dishwasher-Dryer was a superior product; proved superior by sales volume and growth pattern. Growth was startling enough to brand that dishwasher the "pacesetter." Now Waste King has added a new concept which widens the gap between Waste King and all other automatic dishwashers...new "MAGI-MATIC."

*Just turn to pages 14 and 15  
to see "MAGI-MATIC"*

WASTE KING CORPORATION  
3300 E. 50th Street  
Los Angeles 58, California



# Electrical Merchandising

MARCH 1959

A McGRAW-HILL  
PUBLICATION

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How good a kitchen designer are you? Here's a chance to find out by matching your wits and skill against those of the top designers in the industry. After you've solved the "problem", check your solution against those of the five experts. You may decide that yours is best after all—but you'll have picked up a lot of valuable ideas in the meantime.	
Your whole future in the appliance industry may be affected by the experiments going on with "small town" discount houses. For the first time anywhere, here's a full report of what's happened in York, Pa., where discounter Steve Masters has been experimenting. Now he's opening five more stores and this article tells you why—and what it means to you.	
Are retail ads really being cleaned-up? How much effect has the FTC's campaign for better retail advertising actually had? And how can an individual dealer comply with the code and still write hard-hitting, effective ads? You'll find all the answers in next month's Special Report on Housewares which features an article on "The Clean-up In Appliance Advertising".	

FOR 40 YEARS



# healthy growth



has steadily distinguished



## WIRES • CABLES

"Made by Engineers for Engineers"

### REMEMBER

wherever you are, you're  
only overnight from  
one of our strategically  
located warehouses,  
which means . . .

### NO COSTLY DELAYS



### ... and CORD SETS

for replacement and for original use.  
Skillfully developed in Rubber, Neoprene and Plastic—in COLORS too.  
Do YOU fully realize the merchandising potential of this versatile  
QUALITY line?

Sold Only Through Accredited Jobbers  
Have You Our Latest Catalog?

Support your local  
**ADEQUATE  
WIRING BUREAU**  
Program . . .

**CORNISH WIRE CO., INC.**  
50 Church Street

New York 7, N.Y.

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Producers of Quality Wire Products for Home, Farm and Industry

# Electrical Merchandising

MARCH, 1959

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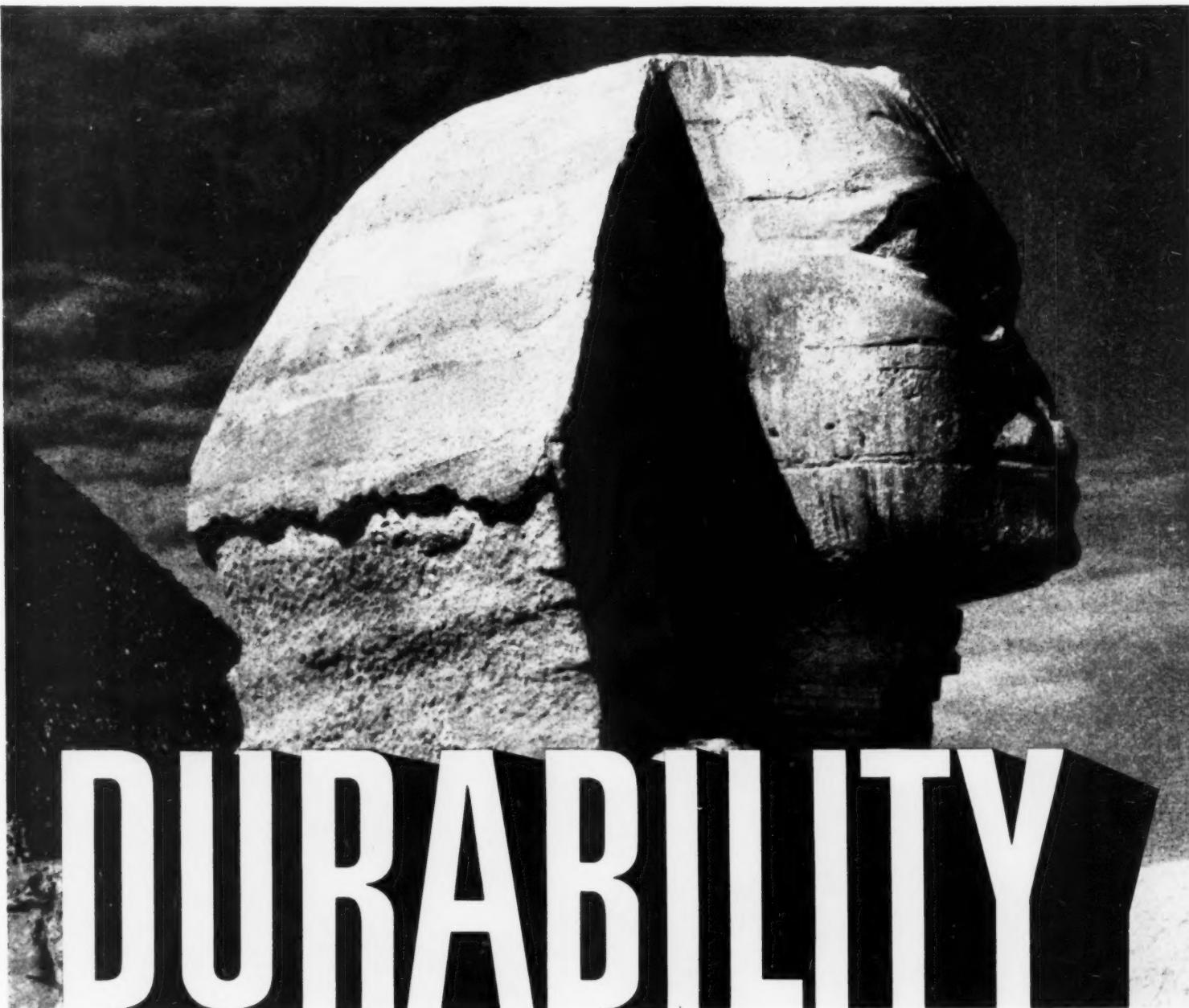
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# What makes **HOOVER** the biggest name in floor care?



# DURABILITY

With the dollar the way it is—and not getting any better—appliance dealers are being asked:

*How long will this appliance last?*

A good question. But it's one you seldom hear, even from the more inflation-conscious customers, when you sell Hoover cleaners. Most people know Hoovers are built to last, as well as to clean best. Chances are a Hoover's been keeping their carpets in apple pie order as far back as they can remember.

The name alone is usually enough assurance.

And that's what a lot of people want more of nowadays, some assurance of . . .

DURABILITY: another reason HOOVER is the biggest name in floor care.



# HOOVER®

FINE APPLIANCES . . . around the house, around the world



# THE QUALITY OF HOTPOINT



BUILT TO RUN  
8,500,000  
MILES

During its designed lifetime, the piston in the Thriftmaster® Unit of a Hotpoint Refrigerator will run the equivalent of an automobile driven 8½ million miles. To build in this kind of performance, each part is manufactured to the strictest quality standards. The piston is machined to a tolerance so precise (2/10,000 to 4/10,000 of an inch) that it must be measured electronically.

Quality such as this is engineered and built into every Hotpoint Appliance. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer you should be!

**Hotpoint**

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS



# trends

## QUICK-CHECK OF BUSINESS

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1947-1949=100)	151	177	129	<b>8.6% down (12 Mos. 1958)</b>
<b>RETAIL SALES</b> total (\$ billions)	17.6	17.0	16.8	<b>even (12 Mos. 1958)</b>
<b>DEPARTMENT STORE SALES</b> index (1947-1949=100)	137	144	130	<b>5.4% up (1 Mo. 1959)</b>
<b>CONSUMER DEBT</b> owed to appliance-radio-TV dealers (\$ million)	360*	351*	361*	<b>2.5% less (12 Mos. 1958)</b>
<b>FAILURES</b> of appliance-radio-TV dealers	39	23	37	<b>5.4% more (1 Mo. 1959)</b>
<b>HOUSING STARTS</b> (thousands)	86.0	91.0	67.9	<b>26.7% up (1 Mo. 1959)</b>
<b>AUTO OUTPUT</b> (thousands)	545.8	593.9	489.5	<b>11.5% up (1 Mo. 1959)</b>
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	315.8*	315.1*	306.8*	<b>1.8% up (12 Mos. 1958)</b>
<b>LIVING COSTS</b> index (1947-1949=100)	123.7	123.9	121.6	<b>2.7% up (12 Mos. 1958)</b>
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	19.9*	23.6*	19.6*	<b>2.6% down (12 Mos. 1958)</b>
<b>UNEMPLOYMENT</b> (thousands)	4,724	4,108	4,494	<b>5.1% up (1 Mo. 1959)</b>

(Sources, in order: FRB, Dept. of Commerce, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (\*New Series)

You'll be selling television with a "new look" before the year is over.

It's all due to a new tube which has a new shape, a new size, and new features.

The shape: more rectangular

The size: 23 inches

The new features: the safety plate has been cemented directly to the face of the tube itself. This strengthens the tube, permits a "flattening out" of the face of the tube, makes possible new design applications, eliminates two dust-catching surfaces and reduces glare.

The industry's been talking about this new tube for eight or nine months. But until recently there was considerable doubt that commercial quantities would be available in time for use with 1960 lines. Now it appears certain that the new tube will be incorporated in the high-end models of a number of manufacturers.

This is the time of year when the figures in the table at the top of this page can become a wee bit confusing.

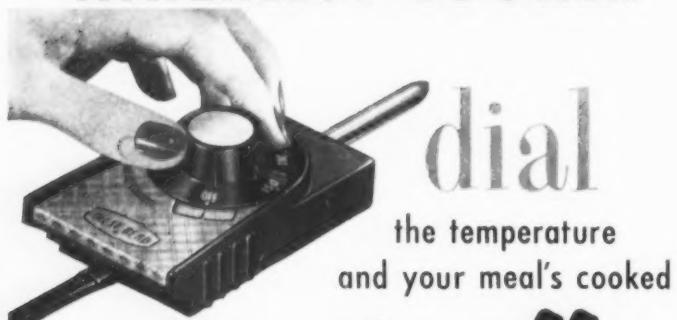
The difficulty arises because it takes a long time for various authorities to compile the statistical indexes in the

chart. Thus, even though you're reading the March issue of ELECTRICAL MERCHANDISING, the "latest month" in the statistics above may be December of 1958 and in less than half the cases is it as current as January of this year. This can cause problems when you read the column entitled "the year so far." Lots of people think we're talking about 1959 when we say that. That's not necessarily so. Take consumer debt, for instance. The latest figure available is for December, 1958. So the figure in "the year so far" column represents the net change for the 12 months of 1958 vs. the 12 months of 1957. On the other hand, the department store sales figure in the chart covers January sales so the figure in "the year so far" column represents the net change between January 1959 and January 1958. Next month, when we print the February index for department store sales, the figure in "the year so far" column will indicate the net change for the first two months of 1959 vs. the first two months of 1958.

We do everything possible to print the latest figure in each index but because of the time lag in the compilation of these various indexes there will always be some variance as to how current each figure is. To help you make allowances for this situation we've made an important addition

Continued on page 10

# NEW! WEST BEND automatic WATERLESS COOKER



automatically

New immersible  
WATERLESS COOKER  
prepares a complete meal



WEST BEND®

completely immersible

Cook 'n Serve appliances



Real cooking ease for the homemaker because she can prepare a whole meal at one time without using several utensils. New 5 quart cooker has Flavo-Seal construction. The snug fitting cover prevents loss of vapors, so the homemaker cooks with little or no water. Big enough for party serving, too. Evenly balanced heat is perfectly controlled — ends "pot watching." With cover, trivet, \$14.95, retail; with cover, trivet, rack and pans, \$17.95, retail.

Automatic Heat Control operates Waterless Cooker, Skillet, Sauce Pan and Griddle 'n Server, \$5.95, retail.

WEST BEND ALUMINUM CO., DEPT. 183, WEST BEND, WISCONSIN

## trends

CONTINUED

to the Quick-Check chart this month. In the final column you'll find a notation of just how many months are included in "the year so far" comparison. Thus, at a glance, you can tell whether we're talking about the first month of 1959 or the final months of 1958.

Last year was a good one for the people who make wood kitchen cabinets. As a matter of fact, the latest figures indicate that 1958 ran ahead of 1957 by an even wider margin than we indicated in our January Statistical issue.

At that time, and on the basis of preliminary estimates, we had guessed that 1958 sales would be up about 10 percent. The National Institute of Wood Kitchen Cabinets now estimates that the gain was 16.4 percent.

Even this is not a final figure, since the Association's estimate was based on answers received from 29 of 66 manufacturers invited to participate in a statistical study.

Actually, some of the other material contained in the survey may turn out to be of more value than the estimate of 1958 business.

The responding firms indicated that in 1958:

natural finishes accounted for 69 percent of sales, followed by unfinished cabinets (22.5 percent); enamel (8.25 percent); and plastic laminate (0.25).

fifteen different woods are used with birch the most popular, followed by mahogany, knotty pine, ash, maple, oak, walnut, luan, pine, cherry, Prima Vera, gum, butternut, hickory and cedar.

distributors sold 77 percent of their volume for new home construction while dealers sold 66 percent for this purpose.

The Internal Revenue Service has followed through on its decision to collect excise tax on the monies manufacturers set aside for cooperative advertising.

Until now such co-op funds could be deducted from the excise tax base as a "price adjustment". Last year, the IRS signified its intention of abolishing this exemption, and despite efforts by individual manufacturers and by the Federal Excise Tax Council, the Service has now carried through with its threat.

You haven't heard the last of this decision, however. There are sure to be efforts made to have Congress pass exempting legislation and there is widespread expectation that some firms will withhold excise payments on their tax funds in expectation of such legislative relief.

Some supermarkets may stop experimenting with non-foods and go back to concentrating on their food operations.

That's the guess of the editors of Grey Matter, the monthly newsletter published by Grey Advertising.

But, adds the letter, there is a growing enthusiasm by still other food markets for the "sell everything" philosophy of operation.

(And there are indications that variety store operators may expand into food operations of their own.)

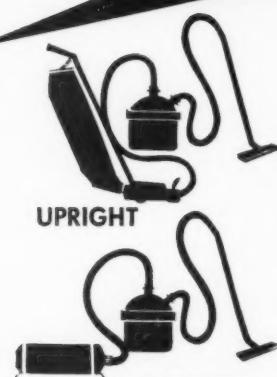
In between these two schools of thought (concentrate on foods or sell everything) are a vast number of food stores who believe in "some" expansion into non-foods as a means of drawing customers and bolstering gross margins. End



"I FOUND IT THERE ONE MORNING AFTER WE'D BEEN WATCHING COLOR TV."

# and now... WETVAC \* THE WORLD'S FIRST WET PICK-UP ACCESSORY!

ATTACHES  
EASILY TO MOST  
MAKES AND TYPES  
OF VACUUM  
CLEANERS!



#### BUILT-IN VACUUM SYSTEMS

- Plug in your vacuum cleaner hose to Wetvac's universal adapter.
- Start your vacuum cleaner.
- Use Wetvac's lightweight hose, wand and squeegee for wet pick-up.

\*PATENT APPLIED FOR

#### THE DOOR OPENER TO BIG PROFITS

Never before has the vacuum industry been presented with such a sure-fire door opener for increasing home vacuum cleaner sales! Wetvac is a universal accessory that can be sold to most home vacuum cleaner owners. Engineered specifically to meet the wet pick-up requirements of today's home market, Wetvac is priced right . . . with generous dealer discounts. The suggested retail price is \$34.95 for a complete Wetvac. Send for your Wetvac demonstration package at the special introductory price.



#### WETVAC INTRODUCES WET PICK-UP TO EVERY HOME VACUUM CLEANER OWNER

Think of it! Wet pick-up is just as important as dry pick-up for doing a complete cleaning job! That's why every user and purchaser of portable vacuum cleaners needs Wetvac . . . the world's first universal wet pick-up accessory. With Wetvac, users can pick up liquids, clear toilets and drains without soiling hands and clothing . . . handle complete wet-dry cleaning jobs and save the cost of an expensive, independently powered wet-vacuum cleaner!

**WETVAC KEEPS BAGS AND FILTERS DRY!** Wetvac is a primary separator that collects liquids and exhausts only air to vacuum unit. A magic shut-off valve, activated by liquid, suds or foam, automatically cuts-off vacuum power to Wetvac as receptacle fills . . . and prevents moisture from continuing to vacuum unit.

**WETVAC IS EASY TO USE!** A universal adapter makes it possible to use Wetvac with most home vacuum cleaners as easily as any other attachment. Wetvac is furnished with seven feet of flexible hose (other lengths available), wand and squeegee for wet pick-up. A 10-quart container with safety controlled shut-off limit, Wetvac is made of lightweight steel with a rust resisting finish. To empty, simply cut-off vacuum power and lift cover.

**NOTHING LIKE IT!** Never before has such a profit making opportunity been presented to specialty salesmen . . . a brand new accessory engineered for a tremendous ready-made market! Take advantage of our special introductory offer. H-P PRODUCTS, INC., Louisville, Ohio.

Manufactured by H-P Products, Inc., Louisville, Ohio.

N-660-HP

H-P Products, Inc., Dep't EM  
Louisville, Ohio,

Please mail one Wetvac at special introductory price of \$16.47, and send liberal discount schedule for future use.

Individual \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Check or money order (\$16.47) enclosed. (Pay transportation charge only upon delivery)

Send C.O.D. via  Parcel Post  Railway Express  Other

GET YOUR  
SPECIAL  
Introductory  
Offer!

**FEATURE  
OF THE  
MONTH!  
... FROM DOMINION**



**New 4-Slice Automatic Toaster**

**HOT, FRESH TOAST FOR THE ENTIRE FAMILY... COLD, HARD CASH FOR YOU!**

Check the outstanding features of this brand new toaster and make full profit margin sales!

✓ Toasts 4 slices at a time ✓ Precision thermostat assures uniform toasting ✓ Single lever control ✓ Oven-type interior keeps toast warm longer ✓ Large, easy-to-clean crumb trays ✓ Compactly styled in chrome.

STOCK AND SELL THE COMPLETE DOMINION TOASTER LINE

Build dollar volume with this new 4-slice toaster. Add plus sales with Dominion's 2-slice model. Call your Dominion distributor today!

**Feature  
DOMINION**

**The Line that Features  
Full Profit Margins!**

*Enter*  
**\$20,000<sup>00</sup>**  
**FEATURE-OF-THE-MONTH**  
**CONTEST!**

Win an appliance package worth \$250, \$150, \$100 or \$50. 13 winners every month. It's easy. Just mail coupon below. If your coupon is drawn, we will phone you the first week in April. If you can name 3 of the features listed in this ad, you'll be a winner. Entries must be postmarked by March 31. You can win more than once! Enter each new contest appearing on this page every month.

*Mail Coupon Today!*

DOMINION ELECTRIC CORPORATION • Dept. EM-3, Mansfield, Ohio

Please enter me in the March Contest. I have Model 1140 Toasters in stock or on order, and know the features. (PLEASE PRINT OR TYPE.)

Name _____	Address _____
City _____	State _____
Phone No. _____	
My Dominion Distributor Is _____	

## REGION BY REGION

### THE EAST

By John A. Richards



Holiday promotions hypo a soft market... Dealers salt optimism with caution... Consignment trial set for air conditioners

"CAN'T complain." Translation: Eastern appliance-TV dealers were riding out a temporary mid-February sales lull.

"There's no bounce to the market," said a Long Island chain executive.

"I'm moving from buys to buys," said an uptown Manhattan dealer.

For Buffalo dealers January was good, despite snowstorms, bitter cold, and even floods. In Philadelphia's suburbs, dealers had wrapped up a good January, with one claiming "the best January in history." Washington and Baltimore dealers were looking back on a resounding finish to 1958. For Washington and suburbs, where population now exceeds two million, it was a \$77-million year, second to a peak \$78-million in 1955. And 55 percent of appliance, TV, radio and housewares sales came in the second six months. Expectations are 1959 increases will range from five to 15 percent. The temporary sales lull in late January and early February didn't dim that optimism.

Distributors in Philadelphia felt an "optimistic feeling in the air." In Buffalo one distributor aroused the market through January with a 40 truckload promotion of appliances. He swung 500 radio spots over five Buffalo stations behind the push.

In Boston, some dealers were locked in caution. Most were stocking very, very carefully. Some were switching to heavier catalog selling in hopes of "weathering it out" until the price situation improved. In places as remote as Charleston, W. Va. and Pittsburgh, on the one hand, and Bridgeport, on the other, dealers were still battling sluggish local economy conditions.

Promotions were exploding all over the East in mid-February to get first-quarter sales booming. A leading New York metropolitan distributor uncorked a 10-model TV "sets slashed up to \$142" program. Traditional February holidays sparked distributor and dealer promotions in many eastern cities.

A blast by a big Manhattan department store signalled the arrival of the air conditioner season. This firm featured 1-hp units at \$159. Sundry other dealers and chains featured units at \$129 and \$149. Cagey metropolitan New York and New Jersey dealers, were latching onto special buys.

Air conditioner activity was quickening also in Washington. One startling report indicated 1,352 cooler units were sold in December, 1958 (against 110 the previous year)—a portent for good year-round sales.

Sanity may return to air conditioner selling in New York this season. One distributor has inaugurated a program of consignment selling, working on a 45-day inventory for participating dealers. Another took a bolder step and instituted a type of price maintenance program. He is suggesting the gross take in dollars (a range of from \$14 to \$30) on various AC models. Offenders will be promptly shut off. The same distributor is offering service insurance to dealers, using a parts compensating schedule to cut down on dealer service losses.

### THE MID-WEST

By Ken Warner



Weather, weather, everywhere... Wild late-dating deals start to show up... Freezers keep rolling... And the catalog is still with us

If you want to know how business is in the Midwest, just call the weather bureau. February was even slower than February had any right to be for many

dealers. "When you get 14 inches of snow dumped on you overnight," says one Wisconsin dealer, "just relax and enjoy it—it's inevitable." And bad weather hasn't turned out to be just a country problem in this particular area.

More than in most years, Chicago dealers are watching the weather reports. With this most peculiar winter, and without the stimulus of the holiday season, Chicago consumers are staying home in droves. Ice-clogged streets and up-and-down temperatures have them going to work and going home . . . and that's all, it seems.

Now, this picture is just a little overdrawn. But it's the picture you get when you talk to a succession of men who are lonesome. And unfortunately, in the middle of February, many Chicago dealers were lonesome.

But television was still rolling along, good traffic or not. And laundry equipment is holding up, with wringer washers showing up somewhat better than automatics. In fact, despite relatively heavier inventories than last year at this time, Chicago dealers are happy they bought heavily. In some lines and in some models of TV, delays in delivery are beginning to show up.

Stereo hi-fi sales are routine these days. And the trend to one-piece units continues. In fact, one hi-fi specialist has given up on plain old hi-fi. He buys 'em "pretty good" and then converts them, putting in master volume controls and a second amplifier. This way that "second box" can be small and unobtrusive. According to this dealer, this answer won't be a good one much longer. He's looking forward to more and better one-piece units to provide saleable merchandise at all price levels.

Dealers in Chicago are talking about terms—the street is loaded with deals. Most radical is a reported offer in early February of July billing on white goods. Distributors whose standard offer is 90 days think this one is just a little too far out. The big worry for distributors is how many other lines will follow suit, as Chicago dealers love to operate on factory money. Incidentally, these liberal terms are starting to spread—one Wisconsin dealer just discovered his main source has a 90-day deal for "the select few". The qualification is volume, of course, but that's pretty liberal for the "boondocks."

Continued on page 16

yes...today...the gap is widened!

## THIS IS IT! WASTE KING'S NEW IDEA IN PUSH BUTTON DISHWASHING MAGIC!

Entirely new concept in *automatic* dishwashing! Not just self-operating (*automatic*), but a brand new freedom-producing idea! New MAGI-MATIC lets Mrs. America set her *Deluxe* WASTE KING Dishwasher for the exact job she wants done...then forget it! And the job is done when she

wants it done—a quick pre-wash of breakfast dishes, a thorough scrubbing of pots and pans, a full load, completely washed and dried, at the end of the day. It's more than automatic. *Magically*...*ALL* of the chores of washing dishes by hand, or automatically, disappear. It's *MAGI-MATIC*!

### NEW MAGI-MATIC CYCLE SELECTOR

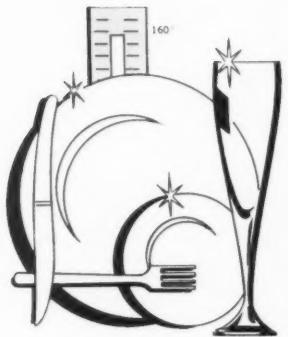


New PRE-WASH cycle gives fast, one minute warm water rinse to dishes—to loosen stuck-on food particles. Means a few breakfast dishes... even with sticky egg stains... can be "pre-cleaned," ready for full-load washing later!

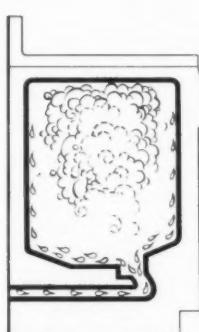
New POTS & PANS Cycle takes utensils as they come from the range... rinses away food particles... soaks, washes and rinses them... shuts off automatically. Does pots and pans while meal is served!

FULL CYCLE pre-rinses dishes, removing loose food particles—floats them away. Thoroughly washes dishes, scouring them over and over again, then flushes suds away for clean, clear first rinse, plus a "sanitizing" final rinse by thermostatically controlled super-hot water. Dishes then dry spotlessly during humidity-free drying cycle.

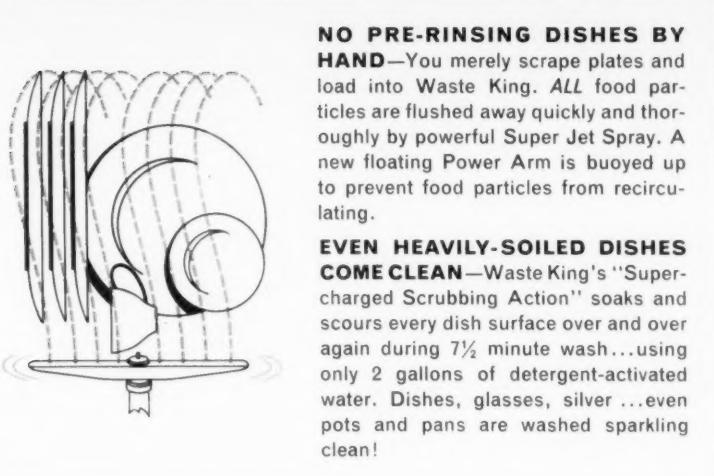




**SPOT-FREE DISHES AND GLASSWARE**—A Power "Suds-Away" cycle flushes away ALL dirty, sudsy water and dishes get a clear, clean FIRST rinse. Sparkle rinser injects super wetting agent into "SANITIZING FINAL RINSE" with thermostatically controlled super-hot 155 super-clean-water. No soap stains! Germs destroyed!

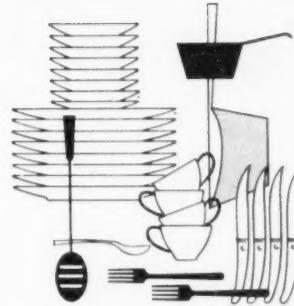


**NEVER STEAMS WALLS AND WINDOWS**—"Air-Conditioned," "Humidity-free" drying keeps moisture and heat inside the tub. Windows and walls stay steam-free! **NEW TRIPLE X POLY VINYL LINING ASSURES THREE TIMES LONGER LIFE TO INTERIOR**—adds another heat, moisture and sound barrier!



**NO PRE-RINSING DISHES BY HAND**—You merely scrape plates and load into Waste King. ALL food particles are flushed away quickly and thoroughly by powerful Super Jet Spray. A new floating Power Arm is buoyed up to prevent food particles from recirculating.

**EVEN HEAVILY-SOILED DISHES COME CLEAN**—Waste King's "Super-charged Scrubbing Action" soaks and scours every dish surface over and over again during 7½ minute wash...using only 2 gallons of detergent-activated water. Dishes, glasses, silver...even pots and pans are washed sparkling clean!



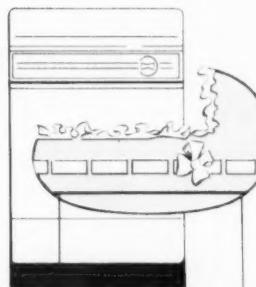
#### **TREMENDOUS CAPACITY MAKES POSSIBLE CARE-FREE RANDOM LOADING**

—No special place for this glass, that plate! New Contour Racks separate dishes for thorough washing. With its great capacity, there is complete flexibility in loading, with space enough, random-loaded, for an informal service for 12 to 14 people.

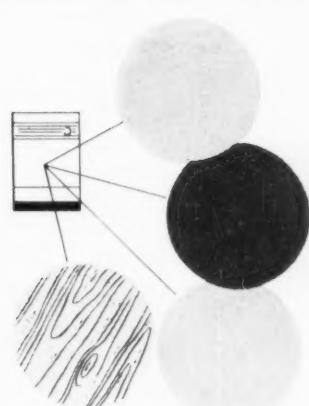
## here's why **WASTE KING** sells better...

## why **WASTE KING** is superior...

## how the gap has been widened!!!



**RUNS "CONVERSATION QUIET"**—Waste King Super Hush Cushions absorb noise at every important connection. A special sound barrier of absorbent fibreglas insulation prevents noise from escaping into kitchen. Noise never interferes with normal conversation—never disturbs, so that the Waste King owner can entertain while her Waste King does the dishes.



**A WIDE SELECTION OF WOODS AND COLORS** give you a complete range of fresh, appealing, color-mating designs to sell! Your choice, too, of under-counter, free-standing and convertible models.

GET THE COMPLETE MAGI-MATIC STORY—AND WHAT IT MEANS TO YOUR PROFIT PICTURE—FROM YOUR WASTE KING DISTRIBUTOR TODAY...OR WRITE TO:  
**WASTE KING CORPORATION, 3300 EAST 50TH STREET, LOS ANGELES 58, CALIFORNIA**



# trends

## REGION BY REGION

**The real sleeper these days seems to be the freezer.** One north suburban dealer toted up his December sales, found he'd moved 30 of the big boxes, and says the pace hasn't slowed too much from that all the way through February. Freezer sales are reported fair to good through Wisconsin, Minnesota and Iowa, too.

**Outside of Chicago, one continuing problem is the catalog house.** For a long time, Midwest small-towners have put up with Chicago catalog houses, which first showed up in business offices, and as sales spread, in some homes. Now, they've got local catalogs. World-Wide in the Twin Cities continues to be a thorn on the Minnesota rose and now, Iowa dealers are getting the full impact of a Des Moines house. About six weeks before Christmas, some 250,000 Iowa households got special holiday flyers out of Des Moines offering any number of electric housewares in almost all brands at the standard dealer 1-6 lot price. Not many dealers choose to compete with this, but some are learning that sources can be pressured, and indeed, sometimes are more than happy to go along with the appliance dealer.

## THE SOUTH EAST

By  
William McGuire



**Slowdown in February doesn't alarm anyone . . . Activity begins on air conditioning . . . Laundry and TV set the pace**

**M**OST Southeastern dealers and distributors got away to a fast start in 1959, as the unusually strong Christmas spurt held up through January. This, in marked contrast to January, 1958, which was as sorry a month as most had ever experienced.

**E**arly February reverted to form and turned sluggish, though it seemed to alarm no one. Most "students of the game" were looking for a fine year, all around. Typical was a Birmingham dis-

tributor of appliances, television, hardware, industrial supplies and building materials, who reported business excellent on every front.

**H**ere and there, air conditioning was emerging from hibernation under the prodding of pre-season campaigns at both wholesale and retail. A Birmingham outlet's "beat the excise tax" pitch flopped, as consumers evidently failed to understand. So the firm switched to a "nothing down, immediate installation, no payment for 90 days" approach, with much better results.

With room cooler prices up, not to mention the tax, last year's merchandise was shaping up as quite desirable, and it looked as if the industry would be operating a year ahead of itself again—for while noise about noiselessness will undoubtedly key the '59 factory ads, most Southern dealers will be plugging away at compactness as they sell last year's units, at least for the next few months.

**T**hough stereo had yet to get generally hot, more and more merchants were finding the right combination for their individual operations. A Nashville department store leads with a manual stereo portable for \$39.95, depends on its veteran salesmen to move the people up.

For an Atlanta independent, expensive "class" ads have proved the right button. In Chattanooga, a furniture-appliance store uses an A-to-Z educational approach—what stereo is, how it differs from hi-fi, what can be expected from it in terms of fidelity, amplification and operation of remote speakers. In this store, nothing is thought of dropping the back of a unit to show prospects just how it works.

**B**eyond stereo, there were other reasons why the new year looked good in the South, productwise. Free standing ranges seemed about to be nudged awake from their long sleep, primarily by the hot new Philco and Frigidaire lines. In television, Sylvania's Dualette was reported catching on from the start in several quarters, while Philco's Briefcase portables had lost none of their zip. In laundry, the low-priced Duomatics were doing fine.

Philco's renewed efforts on behalf of Predicta were being watched closely by the line's southern distributors and dealers. Some distributors are going along with the factory's wishes in basing dealer trips to the manufacturer's May electronics convention in Acapulco solely on purchases of the three floating picture tube models.

**A**s mid-February arrived, laundry and TV shared the sales lead in the South. For dealers in Nashville, Chattanooga and Charlotte, medium-low automatics were best; for a New Orleans retailer, top-end dryers. Distributors in Charlotte and New Orleans also singled out laundry as strongest. For retailers and distributors in Atlanta and Birmingham, it was TV.

## THE GREAT LAKES

**B**ad weather slows business . . . Both consumers and dealers are worrying about the future . . . Laundry is moving well

**R**AIN, floods, ice and snow—all four and all in a row, hit the Great Lakes last month and dealers and distributors throughout the region got together to blame old man winter for most of their headaches.

**W**ary customers got what blame the weather didn't for lagging sales. A Detroit distributor claims consumer hesitance amounted to a 10 percent fall in business last month.

**A**nd dealers are wary, too. Over every Great Lakes dealers' head hangs the continued threat of auto lay-offs and the approaching steel talks. Another Detroit retailer summed up the attitude this way: "Barring a general industry shut down, we feel 1959 should be a great year. But our figures don't include strikes."

**S**purring sales in uncertain times isn't easy. But one Youngstown dealer, whose business last year was hard hit, said his latest month sales were up 25 percent over last year. Major part of the credit goes to his promotion of wringer-type washers. "we were all surprised at the attention our advertising got. Maybe it's because people don't want to invest too much money right now, but whatever the cause, we certainly drew in customers," he reported.

**L**aundry is moving well in Detroit, too. J. L. Hudson's there reports laundry their biggest seller. A Cleveland distributor said most of his sales right now are coming from laundry equipment. "Laundry's always good—it's the last to fall and the first to pick up."

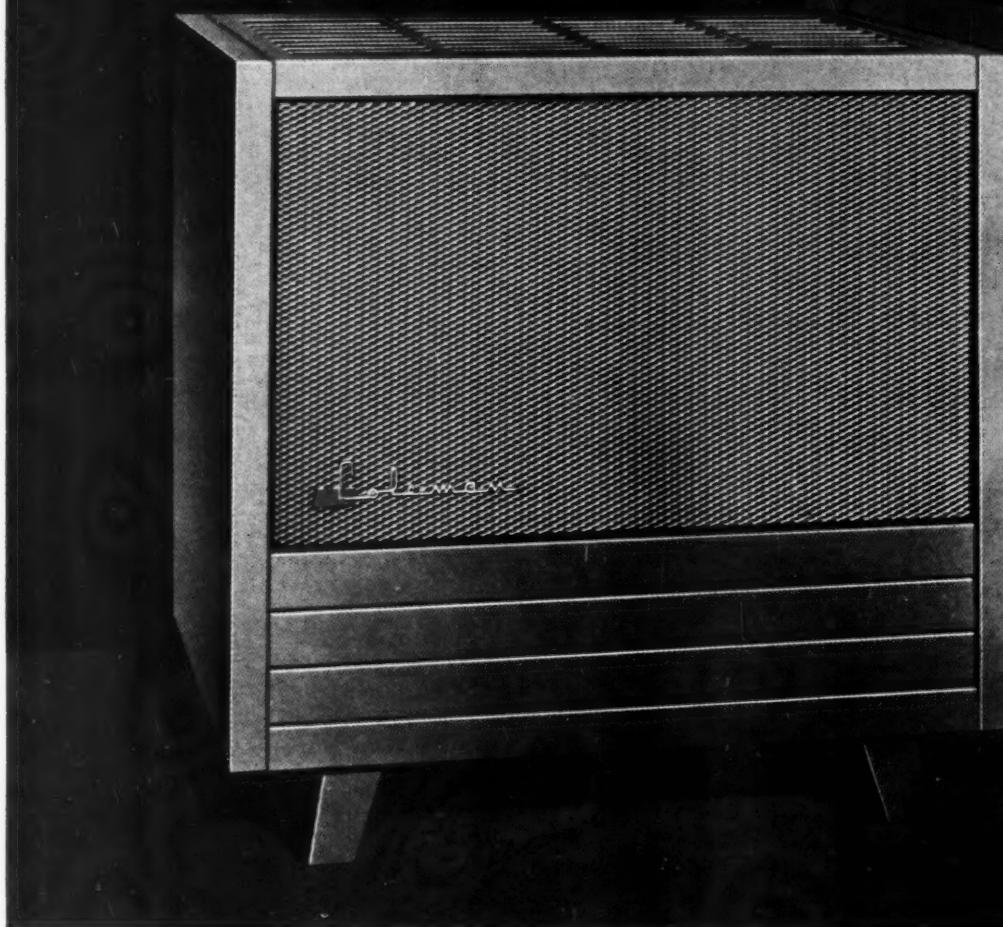
**T**ape recorders, after a disappointing year caused, some sound experts believe, by the confusion over pre-recorded tapes, are coming back in the Cleveland area. Packaged hi-fi, off since fall for one specialist, is seeing a pick-up now, but this dealer's greatest volume still comes from the component field. "Stereo's created new interest," this dealer said, "Creating sales to make up for the drop in other sound equipment."

**D**ishwashers are holding good in the western Pennsylvania areas. Latest figures there show dishwasher sales up a whopping 73 percent over the year-ago month's figures. Dayton district sale of dishwashers shows another big jump—up 57 percent, again over the year-ago figures. And Kentucky Utilities (Lexington) reports latest dishwasher sales up 10 percent. "A dishwasher's no luxury anymore," said a Dayton dealer, "it's a social asset to say the least."

*Continued on page 18*

Now America's only bonded line of home heating and air conditioning is bigger and better than ever

NEW *Coleman*  
**DECORAMA**



the most beautiful room heater in the world

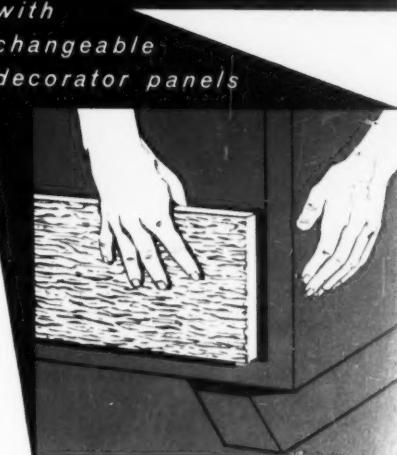


\*May be replaced with  
grained accessory panels  
in Sahara Sand or  
Brazilian Bronze. Or  
panel may be painted  
in complementary color.

Color-keyed to any home — Exclusive front Decorator Panel\* for unlimited choice of color harmony. Circulating warmth with specially engineered heating chamber; large, one-piece top grille. Heats up to two rooms — 20,000 BTU input through drilled-port cast iron burner. Safe-Cool Cabinet directs more heat into warm air stream for extra comfort... extra safety. Vented and A.G.A. approved. Backed by Coleman's exclusive \$500 Bond! Write for prices, specifications:

*The Coleman Company, Inc., Wichita 1, Kansas*

with  
changeable  
decorator panels



# trends

## REGION BY REGION

### THE SOUTH WEST

The customer is in a buying mood . . . Post-Christmas slump fails to materialize this year . . . Dryers move in considerable volume

"PEOPLE are in a better buying mood. They have paid off old debts and the business outlook is so favorable they seem to be more confident about making major purchases."

This sums up comment by retailers, distributors and utilities in the Southwest as they looked over sales figures for the first two months.

"The normal drop-off after Christmas did not occur," said the sales manager of an Oklahoma City department store—a report that was echoed in many cities. "Our appliance sales in January and February were very good and there is every indication that this year will be considerably better than last."

In Albuquerque the report was that January business was mixed, but that February got off to a fine start. The consensus was, "Sales are moderately good now, but there are definite prospects they will get much better."

In Dallas, the dealer coordinator for an electric utility said, "Appliance dealers are doing much better here than in other parts of the country and the future looks even more encouraging." His counterpart in Little Rock commented, "We have a fine outlook."

Dryers are leading the white goods movement in many cities.

"Women are just getting educated to what a dryer will do," according to an Arkansas distributor. "Hard-hitting merchandising by utilities, both electric and gas, has helped tremendously."

**Dallas, Oklahoma City and Little Rock dealers look for a big year in kitchen remodeling.** A Dallas appliance firm predicts a 25 percent increase in its kitchen business this year, with a 15 percent over-all increase. "The manufacturers have given us a lot of built-in features to promote this year," said the owner, "and we expect 70 percent of our range sales

to be built-ins." His spring advertising campaign will give equal emphasis to features and price.

As for free-standing ranges, a Dallas department store looks for sales to be off considerably because of the built-ins in new homes, a prediction that was shared by an Oklahoma City dealer. "Even in remodeled kitchens built-ins go in invariably, so they are now taking some of the replacement market."

**Television presented a mixed sales picture.** In Arkansas, for instance, a major distributor reported that "TV is moving much better than it has since it started, when all you had to do to sell one was to have one. Portables and automatic control models are selling best." Comment in other cities was "TV sales are very poor; the market is saturated," Dallas; "Stereo seems to be taking some of the cream off the TV market," Oklahoma City; "Sales are slow," Albuquerque.

**Freezers are apparently going to have another boom year in Arkansas,** after exceptionally good sales in 1958. In Texas, on the other hand, a majority of dealers expect two-temperature, automatic defrosting refrigerators to move best.

Air conditioning had a bad year in 1958 because of an unusually cool, wet summer and the outlook is not much better this year, but for different reasons. "Central systems in new homes are hurting sales," according to a Dallas dealer. "The market is almost saturated in the Southwest," says another retailer, adding, "Also, sales this year will be off due to increases in prices and taxes."

### THE FAR WEST

By Howard Emerson



**Sales hit a near record pace in February . . . New credit techniques appear . . . TV gets a push in Northern California market**

**A**PPLIANCE-TV sales in the Far West continued through mid-February at a pace most dealers expect will not only exceed 1958 but will approach an all-time, non-national emergency, first quarter. In most areas, sales showed well across the board, with no particular appliance leading the pack. TV continued good for this time of year, with servicing dealers more than ordinarily happy.

**North of the border, British Columbia dealers are continuing to enjoy a healthy business,** and they have the advantage of

looking back on a healthy 1958. B. C. Electric's Jim Skelton reports that dealers there showed sales increases in '58 compared to '57 for freezers, disposers, electric ranges, refrigerators, dryers, ironers, and radio sets. Only dishwashers and TV sets showed a drop from the 1957 level. Automatic washers showed a healthy increase for the year, but the combined sales of automatic and wringer washers were lower in '58 than for '57.

**Sales for the industry in San Diego County in 1958 also passed 1957 as the result of a very heavy last quarter.** Hi-Fi and air conditioning were the two products showing the greatest increase in sales in that area. In the Southwest, where dealers in Arizona had already reported a 1958 volume well in excess of the 1957 level, comes word that the dealers in the El Paso, Texas area were equally fortunate. El Paso Electric Co.'s "Sparky" Quinn reports that electric ranges sales were up 5.4 percent, refrigerators up 31.4 percent, food freezer sales increased 30.4 percent, 62.7 percent more electric water heaters were sold, dishwashers enjoyed a 32.2 percent increase, and electric dryers jumped 23.8 percent in volume for the year 1958 compared to the 1957 level. Only refrigeration, air conditioning and TV sets showed a decline in sales for the year in that area.

**The forecast that our industry would see a more general acceptance of credit,** as made by Medford, Ore. dealer, Dick Finch, to NARDA's Chicago Convention is already proving out here. The Bank of America has been extending the areas where it provides the "Bankamerica" —a credit card which allows holders to buy goods and services on a deferred payment basis from merchants and professional men who have signed up with the bank. Card holders get a single itemized bill from the bank each month which covers all purchases made. If the card holder pays the bills in 25 days there is no service charge. If he buys a major appliance on the card, for instance, he can pay it back over several months, paying an interest charge to the bank. The card is being issued to people who have reasonably good credit standing. The bank makes its profit by charging the merchants and professional men a fee for the bank's job of collecting the bill. The top fee is 6 percent of the bill for small amounts and it scales down rapidly for larger bills.

**As usual, the first quarter witnesses only the usual routine EE1-calendered promotions in this area.** An exception this year is one of the largest pushes that TV has had since its inception in the Far West. A Northern California Electrical Bureau sponsored promotion, keyed to the slogan, "You can see what you please with two TVs," offered the public 28 free TV sets in February for the best 25-word statements on why they would like a second TV in the home.

*Continued on page 20*

# THE "BUYING-PROS"

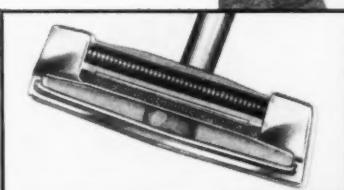
(buyers, dealers, women's editors and wives)

# CALLED IT THE HOTTEST NEW IDEA AT THE CHICAGO HOUSEWARES SHOW

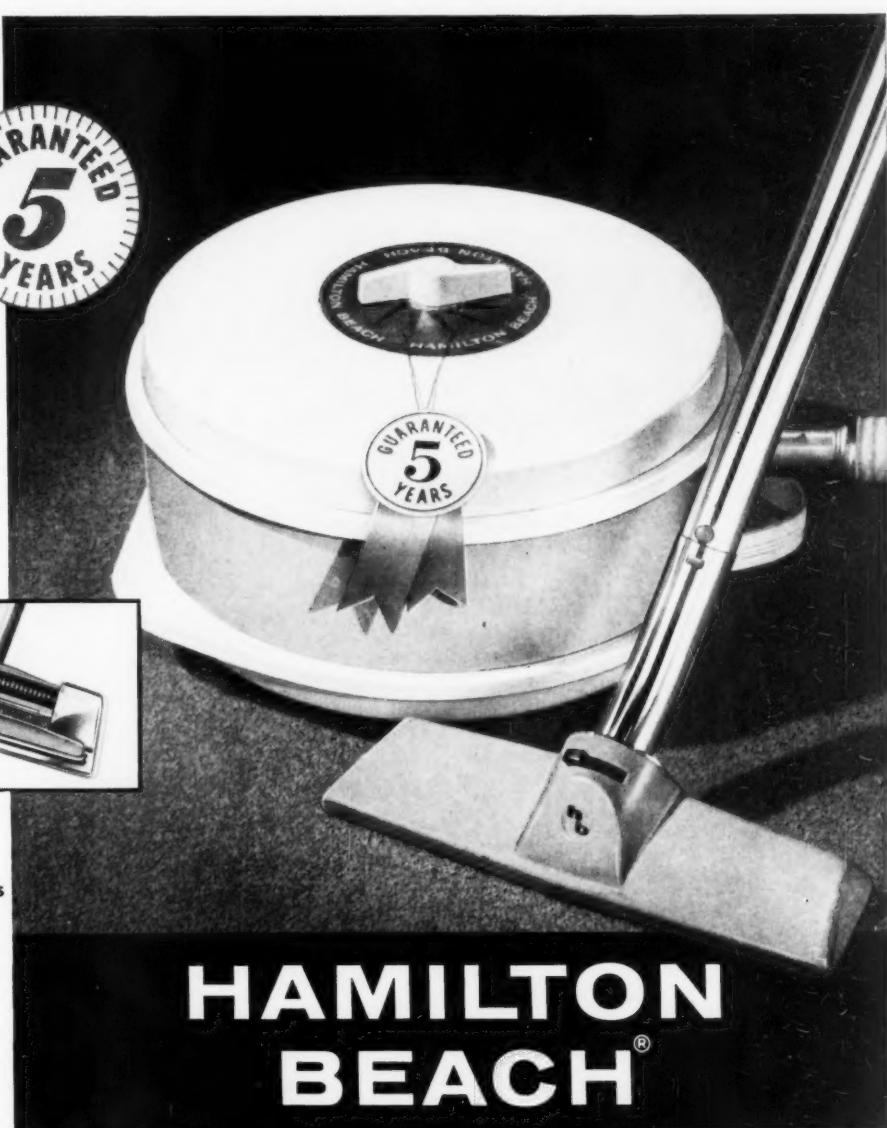
Housewives called it exciting during research tests. And the experts confirmed their excitement at the Housewares Show. Women editors who hadn't seen it before stepped in and helped sell the "Hatbox" Cleaner at our Hamilton Beach booths. They called it feminine in design—practical in its light weight and new "Roller Ride" cleaning action. The "pros" of our industry, distributor and housewares buyers, picked the "Hatbox" Cleaner as a best bet for sales this Spring. And they asked for (and got) promotional plans as exciting as the product itself.

the  
**"Hatbox"**  
CLEANER  
by HAMILTON BEACH®

with powerful new  
"Roller-Ride"  
cleaning action



- Floor attachment has full width roller for easiest back and forth motion of any cleaner.
- Magic Ridges open nap—then power suction pulls air through carpets to get past "deep-dirt" barrier.
- Design approved and endorsed by Lilly Daché—world famous fashion and beauty authority.
- "Hatbox" Cleaner stands on end to make staircase cleaning easier than ever before. New cord storage rack on underside of cleaner.
- Dispos-A-Bag is expandable, has 30-60 day capacity and easiest bag changing method ever developed.
- 1 H.P. Power-Pack motor provides 65" suction for top cleaning efficiency.



**HAMILTON  
BEACH®**

©1959 HAMILTON BEACH COMPANY, a division of SCOVILL Mfg. Co., Racine, Wisconsin

SPECIAL "HATBOX" PROMOTIONS FOR DISTRIBUTORS AND DEALERS!

# presenting ...



Proudest performers of all time, Enterprise Ranges of our Centennial Line are designed and manufactured with one hundred years of scientific know-how and dependability behind them.

To celebrate our 100th anniversary, we have gone all out to build the finest ranges of all time.

Get **Enterprise** for Profit. \*Generous floor plan.  
No down payment. \*Generous advertising allowance.  
Free mat books.



**PHILLIPS & BUTTORFF CORPORATION**

Nashville, Tennessee

100 Enterprising Years

## trends REGION BY REGION

CONTINUED

A sad blow was dealt the long-suffering Appliance Profession Association of Los Angeles recently when these servicing dealers sought recognition. They had gone before the Los Angeles Licensing Board to seek permits on certain work "incidental to the installation of domestic appliances." They backed up their claim with a description of the four year apprenticeship program which the APA has set up in addition to a trade extension program. A witness favoring the APA's application was Robert M. Meyers, general service manager for Philco-Bendix in Los Angeles. Yet, the APA's application received no immediate action because of opposition from plumbers and electricians and the unions which work with the two latter groups. The plumbers and electricians, says APA, contend that "they do not recognize us, have not recognized us, and have no intention of recognizing us, now or in the future."

Utah dealers should have little trouble when looking for retail salesmen-saleswomen and demonstrators in the near future. In this already well-saturated appliance area, 31 students just graduated from Ogden's Weber High School's EEI basic sales training course. Utah Power & Light's dealer consultants, Delbert Foulger and Sieman Bownan taught the teenagers how to sell electrical goods.

Furniture handling appliance-TV dealers in the Far West noted these trends during the San Francisco Winter Markets:

—in living room furniture there was a continued popularity of Scandinavian influenced designs, more interest in oriental styling at all price levels, early-American trending toward a slimmer scale with lowered height and square lines, with natural wood color more popular than the newer dark versions

—dinette sets, looking like anything but metal, got much interest with white, black, coppertone and walnut finishes, popular as well as Scandinavian styled in white and walnut

—summer furniture showed increased sophistication with styles adaptable for either indoors or out, rattan pole lines were moving, with emphasis on straight line ranch styles and oriental motifs

—foam pads for aluminum summer furniture was more in evidence

—dark woven rattan and a new shredded bamboo in modern shapes were popular for outdoor use. *End*

# Profits going UP for R&M-Hunter Dealers



**Right styles, right prices,  
right promotions for  
volume sales**

DEALERS GET A  
**Great Deal**  
ON LOCAL PROMOTION HELPS

Displays and point-of-sale material	TV and radio spots for dealer use	Colorful literature, catalogs, envelope enclosures
Local advertising keyed to weather	Liberal promotional plan	POST advertising for 38th straight year

Phone your R&M-Hunter Distributor, or write  
HUNTER DIVISION-ROBBINS & MYERS, INC., MEMPHIS, TENN.

- A NEW DELUXE ALL-PURPOSE FAN
- B DELUXE WINDOW FAN
- C PEDESTAL HIGH-VELOCITY FAN
- D ZEPHAIR WINDOW FAN
- E STANDARD ALL-PURPOSE FAN
- F HASSOCK FAN
- G OSCILLATING FAN



Family  
of  
fine fans

# how's business?

Here's the answer for 26 key markets which cover 17% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

December figures: 00 Year to date figures: 00	Refrig- erators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish- washers	Room Air Condi- tioners	TV
	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57			
<b>IN THE EAST</b>									
United Illuminating Co.	-12	-5	+20	+24	-6	+23	+12	+83	-11
	<b>-15</b>	<b>+40</b>	<b>-11</b>	<b>+14</b>	<b>-6</b>	<b>+8</b>	<b>+1</b>	<b>-24</b>	<b>-8</b>
N. Y. State Electric & Gas Corp.	-7	+1	-5	-40	+1	-12	*	-79	*
	<b>-8</b>	<b>+1</b>	<b>-4</b>	<b>-15</b>	<b>-6</b>	<b>-6</b>	*	<b>-46</b>	*
Jersey Central Power & Light Co.	+26	+19	+22	+2	+29	+24	+30	+26	+15
	<b>+12</b>	<b>+41</b>	<b>-9</b>	<b>-13</b>	<b>+11</b>	<b>+19</b>	<b>+19</b>	<b>-5</b>	<b>+18</b>
New Jersey Power & Light Co.	+8	-16	-19	-7	+25	+54	+49	-63	*
	<b>-6</b>	<b>+24</b>	<b>-2</b>	<b>+32</b>	<b>+2</b>	<b>+29</b>	<b>+28</b>	<b>-41</b>	*
Philadelphia Electrical Assn.	+65	+26	-2	-24	+15	+23	+79	-22	-13
	<b>-11</b>	<b>+8</b>	<b>-15</b>	<b>-23</b>	<b>-8</b>	<b>-5</b>	<b>-1</b>	<b>-6</b>	<b>-7</b>
Pennsylvania Electric Co.	+11	+9	+11	+60	+8	+7	+18	-35	-1
	<b>-16</b>	<b>-2</b>	<b>-22</b>	**	<b>-16</b>	<b>-6</b>	<b>-3</b>	<b>-45</b>	<b>-12</b>
West Penn Power Co.	+7	+32	-9	+14	+4	+13	+73	-52	+3
	<b>-12</b>	<b>+19</b>	<b>-14</b>	<b>-11</b>	<b>-15</b>	<b>-3</b>	<b>+3</b>	<b>-21</b>	<b>-9</b>
<b>IN THE MIDWEST</b>									
Dayton Power & Light Co.	-5	+16	-26	-11	+5	+14	+57	-81	+5
	<b>-17</b>	<b>+27</b>	<b>-15</b>	<b>-16</b>	<b>-6</b>	<b>**</b>	<b>-18</b>	<b>-33</b>	<b>-11</b>
Commonwealth Edison Co.	*	+21	+39	+7	*	+8	+43	+22	*
	*	<b>+11</b>	<b>-2</b>	<b>+4</b>	*	<b>-9</b>	<b>+5</b>	<b>-46</b>	*
Kansas Gas & Electric Co.	-7	-2	-5	-4	+3	+7	+12	+69	-12
	<b>-11</b>	<b>+9</b>	<b>-10</b>	<b>+49</b>	<b>-20</b>	<b>-8</b>	<b>+7</b>	<b>-10</b>	<b>-13</b>
Nebraska-Iowa Electrical Council	+33	+63	+11	+15	+38	+62	+104	+33	+13
	<b>-8</b>	<b>+40</b>	<b>+6</b>	<b>+34</b>	<b>+4</b>	<b>+16</b>	<b>-10</b>	<b>-33</b>	<b>-8</b>
<b>IN THE SOUTH</b>									
Kentucky Utilities Co.	-1	-55	-13	+6	+6	-9	+32	-59	-14
	<b>-5</b>	<b>+15</b>	<b>-4</b>	<b>+10</b>	<b>-2</b>	<b>+6</b>	<b>+19</b>	<b>-9</b>	<b>-12</b>
Chattanooga Electric Power Bd.	+15	-7	-5	+3	+6	-16	-19	-50	+28
	<b>-23</b>	<b>+4</b>	<b>-13</b>	<b>+23</b>	<b>-4</b>	<b>-10</b>	<b>-23</b>	<b>-12</b>	<b>+4</b>
Nashville Electric Service	-13	-9	+12	+4	*	+10	*	*	*
	<b>+3</b>	<b>+17</b>	<b>+1</b>	<b>-7</b>	*	-2	*	*	*
Florida Power Corp.	-30	+224	-37	-15	+15	+41	+101	+106	+46
	<b>+19</b>	<b>+10</b>	<b>+32</b>	<b>+22</b>	<b>+10</b>	<b>+40</b>	<b>+18</b>	<b>+20</b>	<b>+16</b>
Florida Power & Light Co.	+7	+242	+157	+7	-1	+180	+1703†	-2	-19
	<b>-21</b>	<b>+8</b>	<b>-17</b>	<b>+12</b>	<b>-13</b>	<b>+16</b>	<b>-21</b>	<b>+27</b>	<b>-12</b>
Tampa Electric Co.	-1	-17	+7	+68	-18	-10	+25	-68	**
	<b>-4</b>	<b>+24</b>	<b>+8</b>	<b>+11</b>	<b>-9</b>	<b>+5</b>	<b>+7</b>	<b>+27</b>	<b>-13</b>
<b>IN THE SOUTHWEST</b>									
Dallas Power & Light	+68	-6	+60	+40	+11	+46	+91	-44	-17
	<b>+10</b>	<b>+12</b>	<b>+10</b>	<b>+18</b>	<b>+8</b>	<b>+2</b>	<b>+19</b>	<b>-21</b>	<b>-17</b>
Southwestern Electric Power Co.	-4	-15	+39	-21	-10	-10	+19	-75	-25
	<b>-4</b>	<b>+29</b>	<b>+20</b>	**	<b>-13</b>	<b>+6</b>	<b>+15</b>	<b>+6</b>	<b>-24</b>
New Orleans Public Service, Inc.	+51	+11	+228	*	-10	-31	+139	+591	-1
	<b>-8</b>	<b>+2</b>	<b>+37</b>	*	<b>-15</b>	<b>-47</b>	<b>+41</b>	<b>+9</b>	<b>-15</b>
Gulf States Utilities Co.	*	*	-29	+214	*	-32	*	*	*
	*	+2	+14	+24	*	-7	*	-6	*
<b>IN THE WEST</b>									
Appliance Merchandisers Assn.	+56	+173	+40	+35	+46	+133	-75	+190	+66
	<b>+36</b>	<b>+27</b>	<b>+83</b>	<b>+110</b>	<b>+31</b>	<b>+35</b>	<b>-10</b>	<b>-9</b>	<b>+11</b>
Idaho Power Co.	+14	+23	+26	+26	+17	**	*	*	*
	<b>+7</b>	<b>+7</b>	<b>+3</b>	<b>+1</b>	<b>+2</b>	<b>-7</b>	*	*	*
Pacific Gas & Electric Co.	+16	+119	+38	-17	+36	**	+49	-1	-3
	<b>+3</b>	<b>+29</b>	<b>+9</b>	<b>+1</b>	<b>+1</b>	<b>-1</b>	<b>+14</b>	<b>+3</b>	<b>-2</b>
Pacific Power & Light Co.	-7	+33	+9	+13	**	-3	+36	-25	-26
	<b>+9</b>	<b>+19</b>	<b>-13</b>	<b>-3</b>	<b>-11</b>	<b>-13</b>	<b>+17</b>	<b>+74</b>	<b>-17</b>
Washington Water Power Co.	-9	+20	-13	+4	+1	+4	+19	-67	-10
	<b>-2</b>	<b>-4</b>	<b>-12</b>	<b>-16</b>	<b>-9</b>	<b>-13</b>	<b>-4</b>	<b>+96</b>	<b>-19</b>
<b>NATIONAL</b>									
December	+12	+28	+17	+4	+13	+4	+57	+7†	-6
Year to date	-5	+16	-2	+7	-5	-4	+7	-7	-8

\* Not Available

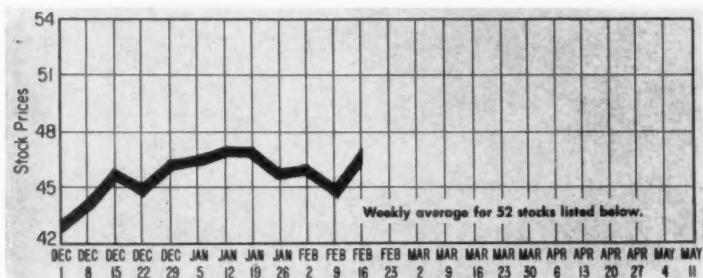
\*\* Change of less than 1/2 of 1%

† Comparatively small number of units

# taking stock:

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

## How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958-59 HIGH	LOW	CLOSE JAN. 15	CLOSE FEB. 16	NET CHANGE
<b>NEW YORK STOCK EXCHANGE</b>					
Admiral Corp.	19%	7	18½	17½	- ½
American Motors 1¾F	43%	8	41½	33½	- 8½
Arvin Ind. 1¼E	32%	23%	29½	32%	+ 3½
Avco Mfg. 40	13%	5%	11½	12	+ ¼
Black & Decker 2	59%	36	55	59½	+ 4½
Borg Warner 2	41%	25%	41½	39%	- 2%
Bulova .15G	16%	9%	14%	14	- ¾
Carrier .40G	48½	32%	47½	44%	- 2½
Chrysler ¼G	59%	44	51½	53½	+ 1½
Colgate Palm. 3A	98%	48	91½	94%	+ 2½
Decca Records 2A	19%	13%	19½	19½	+ ¾
Emerson Elec. 1.60B	56½	29	49	51	+ 2
Emerson Radio ½T	16%	4½	14%	15%	+ ½
Fedders Corp. 1	18%	11½	17½	17½	- ½
Firestone 2.60B	138½	82½	130	132½	+ 2½
General Elec. 2	80%	57	79½	78	- 1½
General Motors 2	52	33½	49%	46%	- 3½
Hoffman Elec. 1	45%	21	38½	39%	+ 1½
Hupp Corp. ¼F	6½	2½	5½	5½	+ ¼
Magnavox 1½B	60½	30½	53½	51½	- 1½
Maytag 240A	65	23½	49%	64%	+ 14½
McGraw-Edison 1.40	41%	31½	39	37½	- 1½
Mpl. Honeywell 1.60A	126	76	118	117	- 1
Minn. Mining & Mfg. 1.40	122	73½	119½	121	+ 1½
Montgomery Ward 2	43½	28	42½	41	- 1½
Motor Wheel .15G	18%	12½	17½	16½	- 1
Motorola 1½	62½	35	62	60½	- 1½
Murray	33½	19½	29	28½	- ¼
Philco ½T	26%	12½	23	23½	+ ¾
Procter & Gamble 2.20	78%	55	76½	75	- 1½
R.C.A. 1A	50%	30½	49½	47½	- 2½
Raytheon 3FXD	69	21½	57½	60	+ 2½
Rheem Mfg.	21%	10½	19%	20%	+ 1½
Ronson .60	12½	7½	12	11½	- ¾
Schick	16½	8½	13½	14½	+ ½
Scovill Mfg.	28½	19	24½	26½	+ 2½
Sears Roebuck 1A	45½	25	41½	45	+ 3½
Servel	11	4½	9½	9½	- ½
Smith (A.O.) 1.60B	50%	25½	45½	49½	+ 4½
Square D. 1	33½	20½	29½	30%	+ ¾
Sunbeam 1.40A	66½	39½	63½	57½	- 6½
Sylvania El. Pd. 2	63½	31½	62½	61½	- 1½
Welbuilt .07E	7½	1½	3½	6	+ 2½
Westinghouse 2	76½	55½	75%	74½	- 1½
Whirlpool 1	32½	16½	32	31½	- ½
White Sewing	11	4½	8	10½	+ 2½
Zenith Radio 3	208½	67½	193	190	- 3
<b>AMERICAN STOCK EXCHANGE</b>					
Du Mont Lab.	8½	3	7½	6½	- 1
Eureka Corp.	½	½	½	½	- ½
Muntz TV	2½	½	1½	2½	+ ½
Singer Mfg. 2.20	54½	32½	53½	48½	- 5½
Skiatron	8½	3½	6½	7½	+ 1½

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. XD—Ex-dividend.



VERSATILE MODEL 960 quickly cools a medium-size room! Just carry by recessed handles or wheel on accessory Roll-Easy stand. Has twin blowers, 1/10 HP 3-speed motor, adjustable grille, vinyl-coated cabinet. Adjustable water valve converts cooler to fan. Retails for \$64.95.

## TravelAire offers you... America's Fastest-Selling Line of Portable Coolers!

America's most popular portable cooler line now sparkles with more BUY-APPEAL than ever before! Tempting High-style furniture cabinetry... handsome leather-textured vinyl surface is bonded permanently to galvanized steel... wards off stains, scuffs, scratches. You'll sell far greater cooling-filter capacity... more powerful blower motors, fingertouch adjustable louvers, comfort dial control. And — you'll scoop the field with the Cool-r-heater (the Cooler with a built-in heater) by offering a built-in bonus winter humidifier that evaporates up to 12 gallons of water per day!

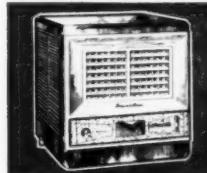


NEW!  
COOLS  
in Summer!  
HEATS,  
HUMIDIFIES  
in Winter!



Cool-r-heater\* has 3 speeds, 1/20 HP motor. Large-capacity humidifier. Fast heating — 5630 BTUs per hour! Circulates, filters, ventilates. Retails \$54.95

\*Patent pending



Outstanding  
point-of-purchase  
materials  
available  
FREE!



MODEL 1260 ROOM COOLER — Powerful twin blowers. Cools from table. Roll-Easy stand or window installation. 1/7 HP 3-speed blower motor. Retails for \$84.95.

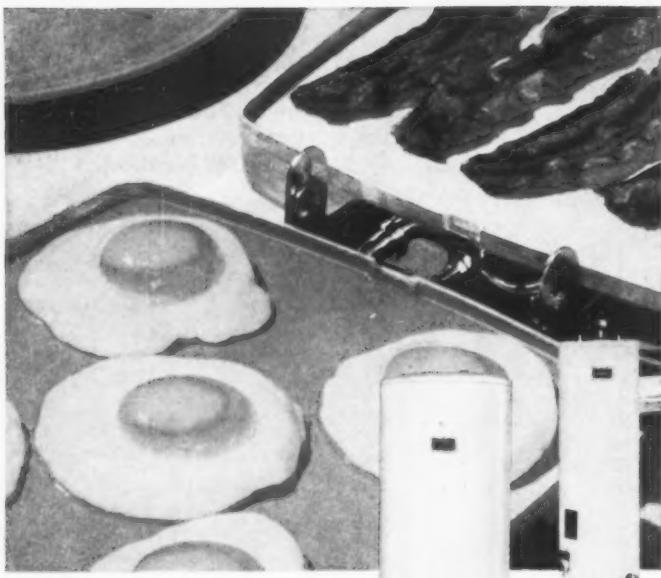
MODEL 760 SPOT COOLER — Sure-fire traffic builder. Adjustable louvers. Water shut-off valve. Water-level indicator. 1/25 HP 2-speed motor. Retails \$34.95.

METALAIRE PRODUCTS COMPANY  
560 S. 15th STREET, P. O. BOX 468, PHOENIX, ARIZONA

Eastern Sales Office: P. O. Box 695, Long Beach, Long Island, New York

Division of International Metal Products Co. — World's largest producer of evaporative coolers

**TravelAire**  
portable air coolers



*Bacon and Eggs\**  
to your business

## TOASTMASTER Automatic Water Heaters

\*For best results, try the famous Toastmaster Grill and Waffle Baker!

Water Heater sales can comprise the bacon-and-eggs of your business.

Undoubtedly, of the some 3,000,000 gas and electric water heaters sold last year, a substantial number produced profit in your trading area. Some went into new homes. About 63% of the sales were replacement installations.

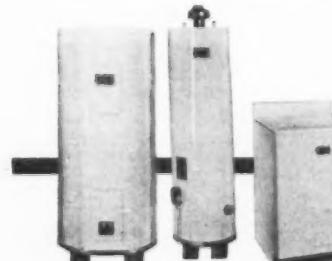
Did you get *your* share of the market? Toastmaster Automatic Water Heaters offer profit-making advantages that can't be beat. First, they are engineered and built to offer your customer *lasting* performance . . . complete satisfaction.

Further, Toastmaster Water Heaters are fairly and competitively priced . . . to give you a *full margin of profit*.

To make water heater sales the bacon and eggs of your business, sell quality...sell Toastmaster\* Water Heaters!

## TOASTMASTER Automatic Water Heaters

"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company.

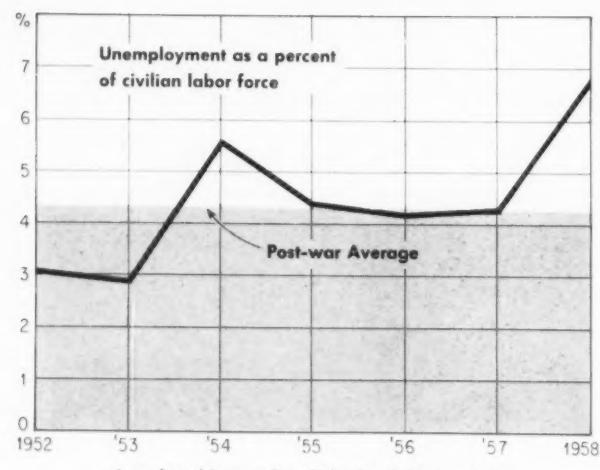


ANOTHER PRODUCT OF



McGRAW-EDISON COMPANY  
Clark Division  
5201 W. 65th St.,  
Chicago 38, Illinois

## economic currents



Source: Dept. of Commerce, Dept. of Labor, Council of Economic Advisors

## Unemployment Still Poses a Problem

By the McGraw-Hill Dept. of Economics

ONE of the key problems facing this session of Congress is what to do about unemployment. Even though the total physical volume of business in the U. S. has bounced back to where it was before the recession, we still have about 4.1 million unemployed. This is about 1.6 million more unemployed than we had then. It represents about 6 percent of the labor force, a higher rate than we have had since the war except during the recession months.

**Employment: Slow to Recover.** It has usually been true that in the recovery period following a recession, employment has lagged behind the pickup in business. This happens because the inefficient workers are fired; some of those staying on the job feel the urge to work harder; and the best and most efficient equipment gets used.

Those on the job, especially in manufacturing have been producing more per manhour. In addition, our labor force has increased by approximately 300,000 in the past year. The combination of these factors indicates that we are not generating enough new jobs fast enough to reduce unemployment significantly.

**What Can be Done?** For Congress to do something about this unemployment will be no easy job—in fact, it could create more problems than it solves. If Congress authorizes more federal spending programs to increase employment, it will at the same time increase the federal deficit. And for the fiscal year ending this June 30 it is estimated that the federal deficit is already running about \$12 billion.

**Concern Over Inflation.** It is too early to tell yet what Congress will be disposed to do about unemployment—but whatever it does will be tempered by the increasing concern about the problem of inflation. And the increasing gains in business throughout the year will also provide a psychological barrier against drastic measures.

For despite the fact that it now appears that unemployment will average about 4.1 million for the year 1959, the economy as a whole will be headed upward throughout the year—and many sectors, particularly appliance dealers, will be headed toward all-time records. *End*

# WOMANPOWER

## moves appliances...



Journal editors know that women think of their kitchens not as a collection of individual appliances but as a harmonious whole, designed to lighten their work and brighten their home.

Ladies' Home Journal pioneered this concept of the *whole kitchen*...a concept that today represents the greatest single source of increased business for appliance manufacturers and retailers. That's Journalpower!

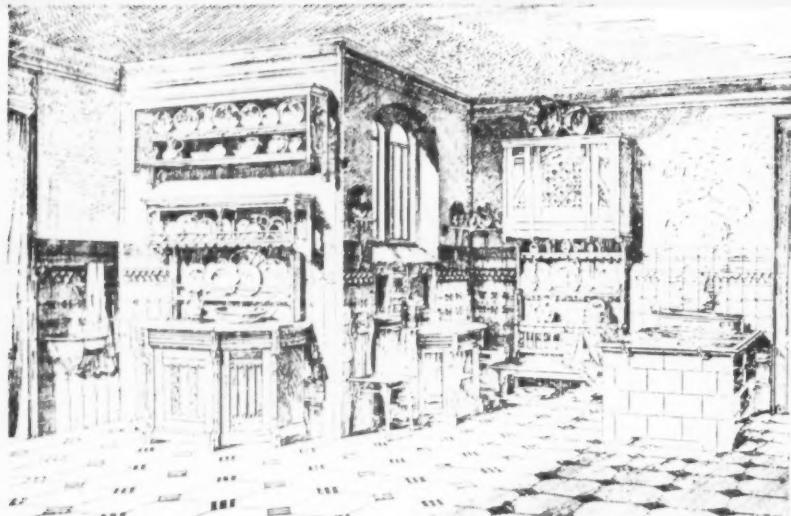
What's an appliance to a man? It's something that will get a shirt clean or a pie baked. Further than that he's interested in one thing: The Price. To a woman an appliance is something that will help her get things done faster, easier and make her a more efficient wife. To sell an appliance you first have to sell a woman. That's Womanpower.

# JOURNALPOWER

## moves women!

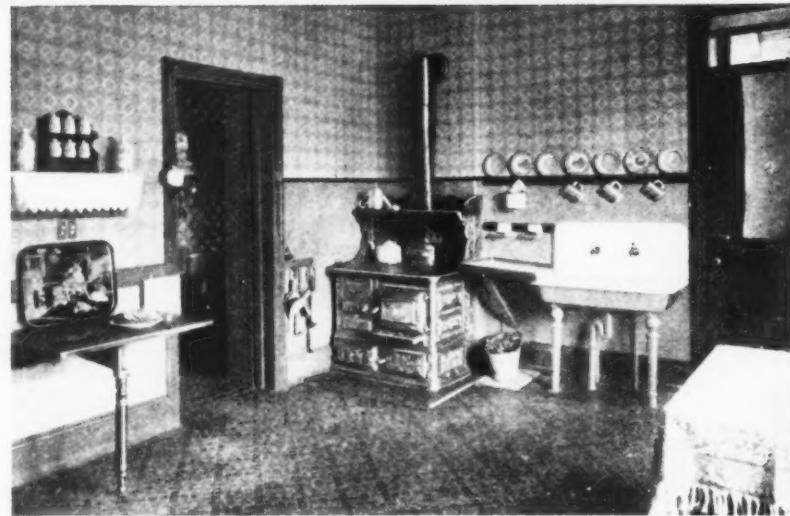
*From 1895 to present day...*

# Journal kitchens have stirred up



**1895**

"The Ideal Kitchen" was the first kitchen article to appear in Ladies' Home Journal. This Dutch kitchen was shown as "noteworthy for its tiled flooring and wainscoting."



**1900**

This kitchen won first prize in a competition among homemakers as "an exceptionally convenient and pleasant" kitchen.



**1935**

With "This Nice Kitchen," the Journal introduced color into kitchen planning.



**1946**

## Journalpower is on the move...

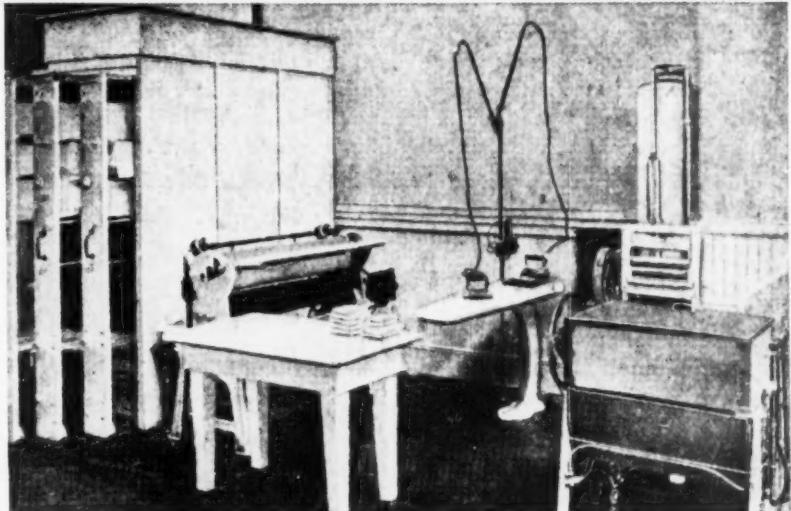
Advertisers whose success depends primarily on women invest more money per issue in Ladies' Home Journal than any other magazine. In the first quarter of 1959 they increased this investment over last year by nearly

a million dollars...to make it the greatest first quarter in Journal history. Leading appliance advertisers, too, are putting *Journalpower* to work for them more than ever before!

# enthusiasm for new appliances ... whipped up sales for you!



**1911** Even this early, the Journal urged women to make their kitchens compact and orderly. This farm kitchen "has everything within easy reach."



**1920** In "The Electric House" the Journal introduced the built-in cupboard, breakfast nooks, and utility rooms...and designed this all-electric laundry.



In "My Kitchen Changed Its Tune," the Journal's Ann Batchelder grew lyrical about her new appliances "which not only work well for me but instead of me."



**TODAY**

In "We Have a Sociable Kitchen," the Journal shows its readers how a kitchen can be a marvel of modern efficiency—yet exciting and picturesque, too!

You can sell more "top of the line" if you sell women . . .

# The Journal's broad merchandising program *helps make extra sales!*

The Journal stimulates more creative, more imaginative selling.



The **FIRST AID KIT** shown here is a monthly idea portfolio for distributors' use with their retailer customers.



**DEALER KEYNOTES** is a new Journal service to key appliance dealers in key markets. Every month it brings them fresh advertising, promotion and sales ideas that stimulate business!



Mr. Melvin Ross, 1959 Grand Prize Winner  
Griffiths Appliance Center,  
Albuquerque, New Mexico

**JOURNAL-NARDA CONTEST** for "Creative Retail Salesman of the Year" singles out America's most creative salesmen selling appliances, radios or TV sets. Hundreds of entries come in from every state in the Union. The Grand Prize winner is honored at the Chicago Convention and winning ideas are made available throughout the trade.

*Never underestimate the power of a woman!*

Ladies'  
Home JOURNAL  
A CURTIS PUBLICATION

No. 1 magazine for women

# MORT FARR SAYS: Built-ins and Color Have Hurt the Dealer

FIVE years ago specialty appliance dealers were told that their future lay in the sale of built-in appliances and complete kitchens. We were told that we wouldn't make much money on them right away, but that eventually this would be the future of our business. Just when that time will come seems more unanswerable now than it did then.

True, the sale of built-ins has reached sizeable total volume for manufacturers. Certainly last year it was obvious that percentage-wise they had gotten an increasing share of the total range market. But, in 1958, there were probably fewer built-ins sold by specialty selling dealers, and many who had stocked them on their early promise of store volume were no longer displaying them. Worse still, were the number of dealers who had put in displays and still had the samples on their floors or in their warehouses.

**GOOD FOR THE BUILDER.** Yes, the sales of built-ins have increased, but not due to dealer activity. The original reason for the emphasis on sales to builders was exposure. This was an effective way to do this but so far no manufacturer or distributor has come up with a workable, practical plan to keep the major appliance dealer in this business. From a dealer's standpoint, the builder is now a competitor and has taken millions of dollars worth of appliance business from him.

**HOW ABOUT THE CUSTOMER?** Women were urged to buy built-ins so that they could express their own personalities and tastes in their kitchen. Each kitchen could be arranged to suit the individual; there would not be another one like it. Now we find hundreds of houses in a development using built-in equipment, each kitchen alike, every kitchen the same; but worse still, they are completely inflexible—they can't be changed without being completely rebuilt and the housewife finds she can't even add an appliance or buy a larger one as no space has been provided and she has to put up with everything as it is or spend considerable for alterations. The manufacturers are defeating the very purpose for which they conceived the built-in feature. It would also appear that due to so many of the built-in appliances being installed in low priced houses the quality of the equipment has not always been of the finest. Women who are using such equipment will hardly recommend it to their friends.

Instead of giving a woman freer choice of a range, many times the built-



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

in has had the opposite effect. If she has just bought a new home, she will have to take the make of range selected by the builder, if he planned a built-in unit, because the cabinets will fit no other. She cannot decide that she wants "X" brand because it is more efficient, or because she likes that make.

Many times the woman shopping for a new range in an appliance store finds that even if she loves a built-in, she cannot buy it as she would a free standing range. She must plan to change either her entire kitchen or a major part of it to get a built-in; and she hadn't planned on that expense. The dealer also has his hands tied, he cannot stock a few ranges and sell from them. To sell built-ins he will have to decide that he must get into the kitchen planning and installation business. He will have to sell a kitchen, not a range.

In the past, people have kept their cook-stove too long, and many have bought three television sets while still cooking on a range that came with their house 25 years ago. The industry should be looking for ways to speed up obsolescence and make it easy to replace the old range. We don't even have uniformity now between any two makes, how are we to expect that we will have replacement units to replace old built-ins that will fit their present cabinets? If a woman has to disturb her cabinet set up chances are she will live with a range for many more years before altering her kitchen to accommodate a new range. A modular type approach of a free-standing unit, such as we now have in refrigeration,

would seem more logical if we want people to trade in their equipment to take advantage of all the new features we are to offer.

**COLOR POSES PROBLEMS, TOO.** I don't want to appear negative but I would like to state my views on color in major appliances. When we introduced color into appliances the idea was to create some new sales and particularly to speed up obsolescence. I believe that at first we attracted considerable attention and did sell quite a few people who wanted the latest in fashion. However, if the introduction of color has helped the total sale of refrigerators the statistics do not show it. We have sold less total refrigerators every year since color was introduced; not because of color, but in spite of it. The public was simply not enticed to trade the same features they had in a white refrigerator for a tinted one.

The builder uses colored units to attract and often puts them in his new homes. There is still apparently a sizeable market here. However, for the appliance dealer the sale of colored appliances is not very attractive and has complicated inventory and accentuated a space problem on his sales floor. Several years ago it was not uncommon for a dealer to stock and display at least one of each color refrigerator made by the manufacturer he represented. Today, most dealers are back to displaying white only.

The only time that color appliances seem to sell in volume is when we have close-outs and there are many of these. At this time the customer can be talked into a pink washing machine if it is cheap enough, or if they are going to put it in the basement anyhow. On one close-out of a color washer and dryer we could not sell them at even a greatly reduced price. Finally they were moved by having the salesman show the same model in white and then casually show the colored ones and say "these are only \$25 extra in color" but making no attempt to push their sale. We then shipped out the colored pair accidentally in several cases, and the customer didn't say a word, or if they called and said we made a mistake we told them they could keep it if they wished as it would cost us money to move them. In short, color and built-ins have been disappointments. What we need to sell more appliances are features and benefits, and fewer models so that we can stock in depth, move them in volume, obsolete them fast, and make it easy to replace them.

End

# Eureka's New Vibra- Puts Big Profits Back

• Yes, big profits are back! Cleaner dealers from coast to coast report the exciting new Eureka with exclusive Vibra-Beat Cleaning Action is building new sales records—with bigger profit on every sale. Big dealers everywhere—like Chicago's fabulous Polk Brothers—are doing big business, doing it fast, with the one cleaner women want and demand—the cleaner that cleans like an upright, with the mobility of a canister.

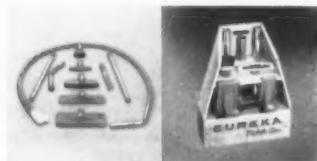


MODEL 1010

**ROLLS ANYWHERE, WON'T TIP OVER!**  
Thanks to new low design and 3 wide wheels the Eureka won't tip, even when pulled over its cord! Hose swivels all around.



**COMPLETE SET OF 10 DELUXE CLEANING TOOLS IN "HANDY-PAK" CARRYING KIT**, includes new unbreakable hose and two rug nozzles—Vibra-Beat and Regular.



**SLIM, LIGHT—EASY TO CARRY AND STORE**

Stands on end on steps, makes stair-cleaning easy. Stores in mere inches of space!

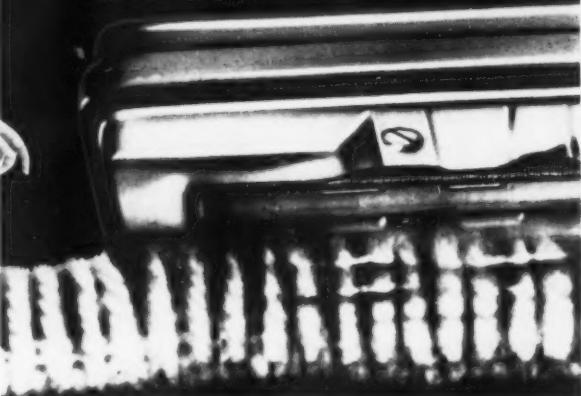
**NEW**

# EUREKA



**FULL-HORSEPOWER SUCTION**

picks up loosened dirt, lint instantly



**80,000,000 AD MESSAGES**

—IN READER'S DIGEST,  
TV, AND OVER  
100 NEWSPAPERS—



**PRE-SELL THE EUREKA VIBRA-BEAT CLEANER FOR YOU!**

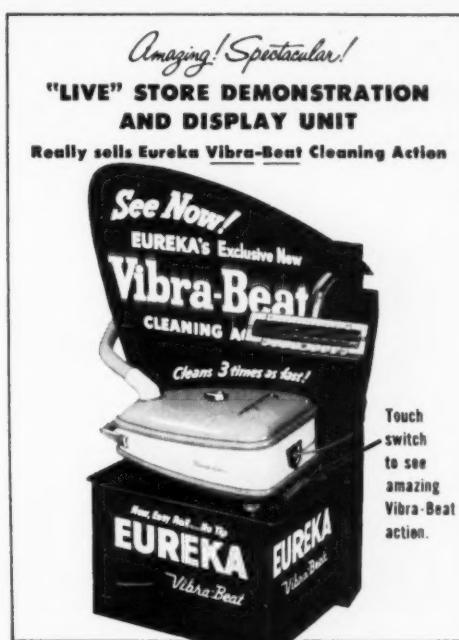
# Beat Cleaning Action Into Cleaner Sales!



- Eureka Vibra-Beat Cleaning Action revolutionizes rug-cleaning. Here, in a sleek, light and low cleaner that's incredibly easy to use you have all three principles of cleaning: beating, sweeping and super-suction! Cleans rugs and carpets 3 times faster because one stroke cleans like three! A real beauty, too—finished in lustrous pale green, iridescent cream, gleaming gold. And complete with 10 deluxe tools in special carrying kit. **\$89.95**

CLEANS 3 TIMES AS FAST... BECAUSE ONE STROKE CLEANS LIKE THREE

**EKA** *Vibra-Beat*  
**CLEANER**



Complete Display Unit FREE to dealers with initial order of Eureka Vibra-Beat Cleaners.

# Now! COOLERATOR'S 4-Point Profit Program Assures Greater Profits!

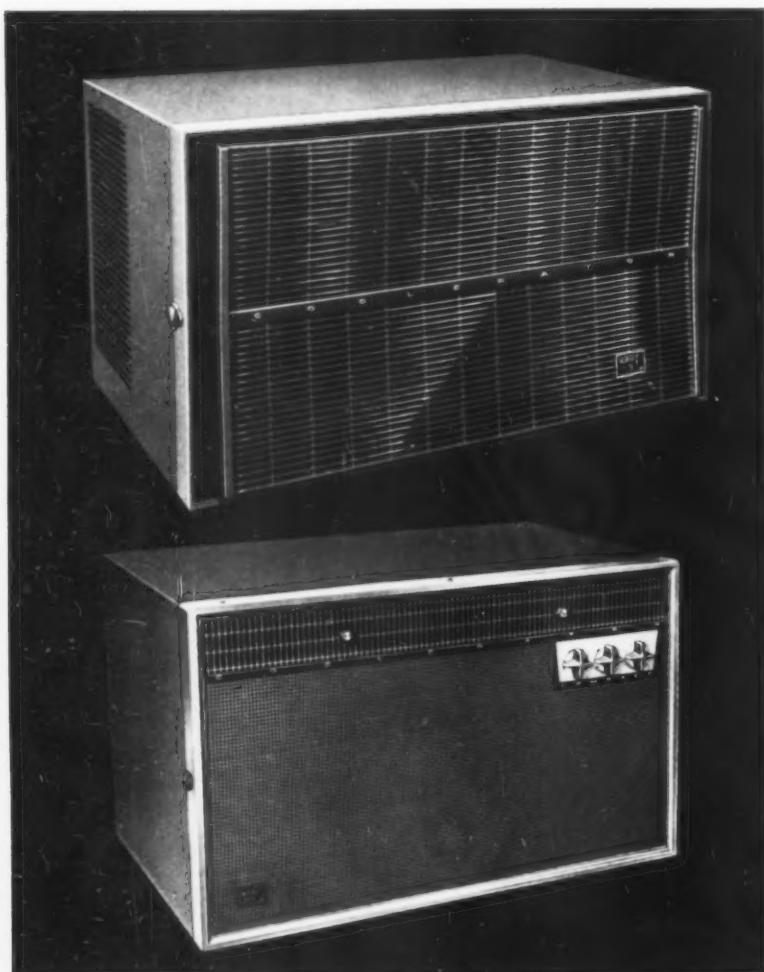
PRESENT MARGINS TOO TIGHT? HERE'S HOW TO IMPROVE THEM. ONLY COOLERATOR GIVES YOU ALL FOUR OF THESE ESSENTIAL POINTS!

**1. QUALITY!** Built-in quality and beauty of design to match anything on the market today.

**3. DIRECT FROM FACTORY PURCHASING** for longer margins, plus a nationwide system of field warehouses and service depots.

**2. FEATURES THAT SELL!** Exclusive features at no extra cost that sell against any competition.

**4. PROTECTED TERRITORIES!** A market area for every dealer with territory protection for more full profit sales.



## COOLERATOR'S 1959 LINE IS DESIGNED WITH SALABLE FEATURES — OUTSTANDING BEAUTY

**NEW CUSTOM SERIES** Every feature quality buyers want and more! Electrostatic LECTROFILTER® (See below) standard equipment. Simple dial controls. Automatic Thermostat. Fresh Air In—Room Air Out. Two-speed Fan. Slide-out chassis. In 1, 1½, 2, 2½ hp models. Also Reverse Cycle models.

**NEW SUPER SERIES** (not illustrated) For budget-minded buyers. Automatic thermostat. Fresh air intake. Slide-out chassis. In 1, 1½, 2, 2½ hp and Reverse Cycle models.

**AMAZING LECTROFILTER®** The most efficient room air conditioning filter ever developed! Collects up to 95 per cent of invisible dust and pollen! Sews up the hay fever and health market for you!

**NEW COMPACT MODELS** No unsightly overhang! Only 15" deep, fit 25" openings, mount flush. Install in less than 15 minutes. Two-speed fan. Automatic Thermostat. Fresh air intake. Three 1 hp models—115 volt, 7½ amps; 115 volt, 12 amps; 230 volts.

**NEW ½ HP PORTABLE** Best seller for bedrooms. High capacity. 4200 BTU's. Automatic Thermostat. Weighs only 65 lbs. Plugs into any 115 volt power outlet. Easy to install.



### MAIL THIS COUPON TODAY!

Department AC-3

Coolerator Division, McGraw-Edison Company, Albion, Michigan

Please send me information on \_\_\_\_\_ 4-Point Profit Program \_\_\_\_\_ New 1959 Models.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## COOLERATOR DIVISION

McGRAW-EDISON  
COMPANY  
ALBION, MICHIGAN



# A NEW UNIVERSAL Coffeematic



## IT'S IMMERSIBLE!

### SENSATIONAL NEW MODEL OF AMERICA'S FASTEST SELLING COFFEEMAKER

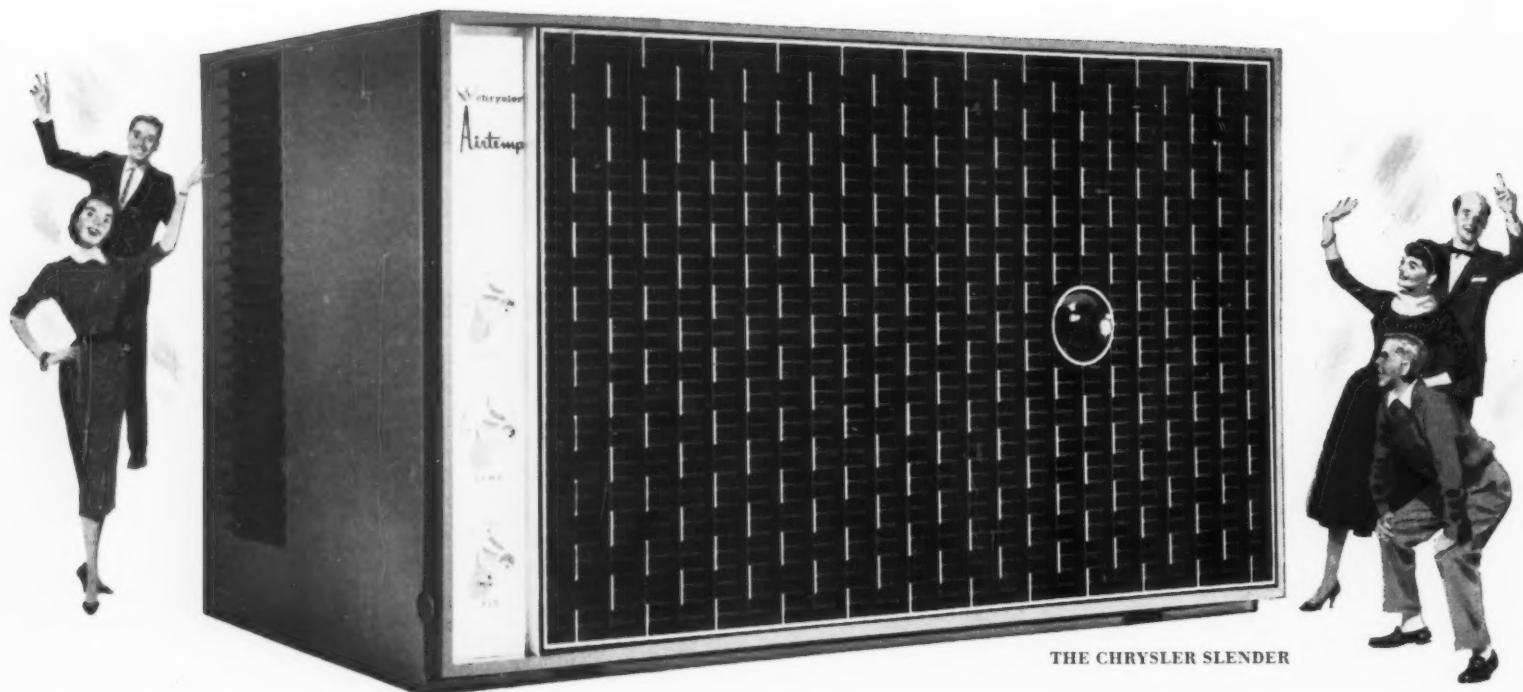
Now for a limited time, you can offer this new, completely immersible model of America's fastest-selling coffeemaker. It's an all-new Universal Coffeematic with the quality and performance that has produced the sales leader of the industry and at a bargain price that insures fast turnover. Don't wait . . . there is only a limited number available of this sensational Spring Special. Get your order in immediately!

- 8-cup Capacity
- Chrome on Solid Copper
- Hermetically Sealed-in Unit
- Famous Coffeematic Performance

**UNIVERSAL**  
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

*Be a giant step ahead of competition*

# SELL THE FIRST ROOM



THE CHRYSLER SLENDER

The profit's great . . .  
and the selling's easy  
with these fabulous new  
Chrysler Air Conditioners

**Biggest sales-building idea** in room cooling since the electric fan . . . and it's exclusively for Chrysler dealers. Only Chrysler units with Climate-Minder\* automatically, constantly balance temperature and humidity. They actually think for themselves to bring perfect climate . . . no matter how humid it is outside.

There's a model for every market. Where customers want maximum cooling in minimum space, there's the new Chrysler Royal Slender. For the South, and any place where huge capacity is needed, there's the Chrysler Royal High Power. And for the custom look at an economy price, the new Chrysler Royal Built-In.

**They're all beautifully designed** by Chrysler's master stylists. And packed with features that sell: Vent and exhaust fan. Super-quiet night-cooling control. Dual filters. Plus special design for fast, easy installation by you or your customers.

The dealer who sells Chrysler "Room Air Conditioners that Think" this summer will bank plenty of profit this fall. Want to earn your share? Contact your local Chrysler Airtemp Distributor. Or write: Airtemp Division, Chrysler Corporation, Dept. P-39, Dayton 1, Ohio.

\*Climate-Minder is standard on all Chrysler Slender, Built-In, and High Power 230 V. Royal Models. The versatile Chrysler line for '59 also includes Custom models of the Slender, Built-In, and High Power, plus the exclusive Casement and Built-In series.

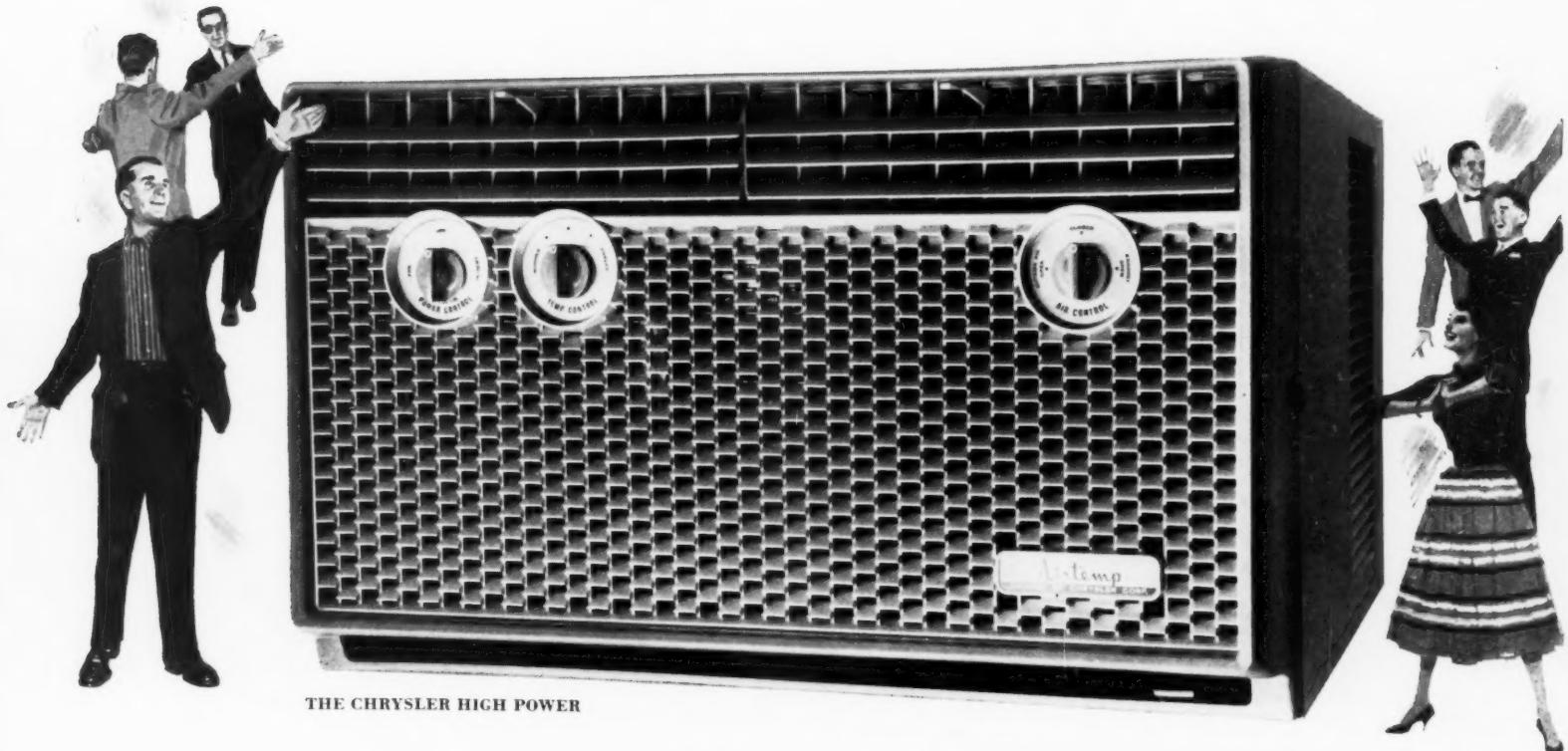
RIGHT: THE CHRYSLER SLENDER. All new—inside and out. Fits any conventional window without unsightly overhang. Delivers up to 10,000 BTU.

LOWER RIGHT: THE CHRYSLER HIGH POWER. More than twice the capacity of the largest thin unit . . . up to 21,000 BTU. Yet it actually takes less window space.

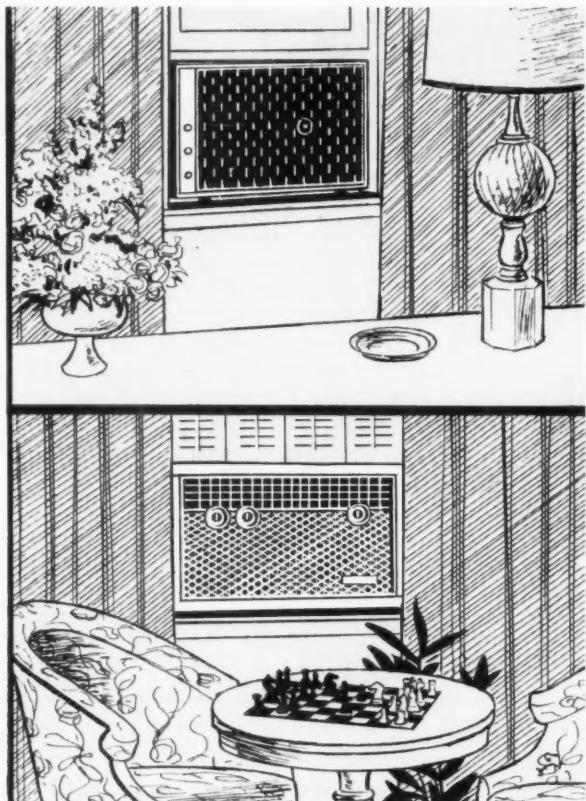
BETWEEN: THE CHRYSLER BUILT-IN. Provides the custom look . . . at an economy price. Designed for easy, slip-in installation. Up to 10,000 BTU.



# AIR CONDITIONER THAT THINKS!



THE CHRYSLER HIGH POWER



Sell Chrysler Airtemp Air Conditioning...  
and this 4-Point Program backs you up

1. **New National Advertising!** Color pages in national consumer magazines sell your prospects the Chrysler Airtemp story.
2. **New Co-op Fund!** Stretches the value of your local advertising dollars. Covers everything from ads to direct mail.
3. **New Incentive Program!** Provides an opportunity for additional rewards for volume selling. Includes trips to Paris and Rome.
4. **New Lower Prices!** Averaging 15% lower than last year. Give dealers the best chance ever to cash in on a \$480,000,000 market.

**C**HRYSLER  
AIRTEMP

means business—BIG business for you in 1959

# Astral

**PORTABLE SPOT REFRIGERATION**  
**SERVES THE NEW MARKET**  
**WITH**  
**TWO**  
**UNITS**



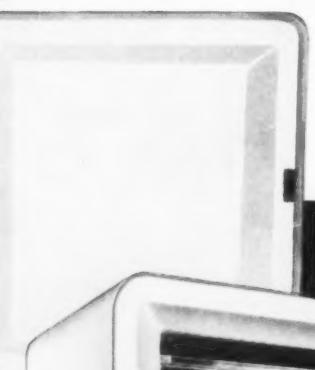
OUTSIDE DIMENSIONS:  
 26½" high, 20½" wide, 21¼" deep

**Guaranteed Silent Forever!**

**MIRACLE COOLING UNIT**

6, 12, 24, 32, 110, 220 volts  
 Dual Voltage — giving any combination of any low voltage with 110 volts or 220

- AC or DC any cycle
- Absorption principle
- No moving parts
- Tiny 95-watt element
- Silent as the falling snow
- Guaranteed — Warranted



Also Available For Gas Operation



OUTSIDE DIMENSIONS:  
 36" high, 22½" wide, 21½" deep

## 1959 Portable SPOT Refrigeration's Biggest Year

*"Available in  
 Chip-Resistant  
 White Enamel  
 on Steel!"*



**MORPHY-RICHARDS**

Post Office Box 726, Englewood, N. J.

Gentlemen: Please rush me complete details on "Serving The New Market" with Astral portable spot refrigeration.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

E3-9

**MORPHY-RICHARDS**

*Astral*

232 So. Van Brunt Street  
 ENGLEWOOD, N. J.



DOOR  
CHIMES



TOASTER



HAIR  
DRYER



IRON



SPACE  
HEATER



SPIN  
DRYER

# Caloric® GOLD STAR PROMOTION

## PUTS PROFITS ON A NEW "GOLD STANDARD"

**NATIONAL TELEVISION**—Dramatic commercials on the CBS-TV Network show, "Playhouse 90", will carry the exciting story of Gold Star gas ranges to approximately 9,000,000 homes every week.



**NATIONAL MAGAZINES**—Millions will see full page, 4-color Gold Star ads in Life, Good Housekeeping, Ladies' Home Journal, McCall's, Better Homes and Gardens, American Home, and Sunset.

**LOCAL ADVERTISING**—is available for all media in your market. One-minute TV commercials; one-minute, 10- and 20-second radio commercials; large and small newspaper mats; and bold, colorful billboards.

The new "gold standard" means more profits for you. Here's why! Advertising and promotion lets everybody know—cooking has a new "gold standard" with Caloric's GOLD STAR GAS RANGE. When they hear about the high quality . . . the better cooking results with less work . . . every housewife will want a Caloric GOLD STAR. This means it's easy for you to sell up! You'll sell more of the top of the line, which brings you bigger profits.

**MAKE SURE YOUR PROSPECTIVE  
CUSTOMERS HEAR THE "GOLD STAR"  
NEWS...USE CALORIC PROMOTION  
MATERIALS TO PUT PROFITS ON  
THE NEW "GOLD STANDARD"  
MAIL COUPON TODAY!**

CALORIC APPLIANCE CORPORATION  
DEPARTMENT EM  
TOPTON, PA.

Please have my Caloric representative show me a "solid gold" sales chest, packed with promotion material \_\_\_\_\_.

Please send complete details on advertising material \_\_\_\_\_.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS**

TOP HOME ELECTRICAL

# Here's why you should carry

**Stainless Steel Fused Forever To Aluminum!**

**"Easy-Cleaning" Immersible Stainless Steel Automatic Fry Pan**

Stainless steel fused forever to aluminum! Completely immersible. "52-X" element. Model 8C1, \$21.95\*. In "Permanent-Mold" aluminum Model 8D1, \$14.95\*. Removable Heat Control, \$7.50\*. Cover, \$4.00\*.

**Automatic Aluminum Fry Pans**

Built-in precision temperature control. Cooking guide. Immersible to insignia. Two sizes: 11" Model 8A1, \$19.95\*, 12" Model 8B1, \$24.95\*. Covers, \$3.50\* and \$4.50\*.

**"Easy-Iron"**  
**Steam & Dry Iron**

Gives homemakers features requested in consumer survey. Two irons in one. Switch from steam to dry. Extra-large reservoir. Model 4B2, \$17.95\*.

**"Featherweight"**  
**Automatic Iron**

Only 2 lbs. 1 oz.—yet it does family-size ironing easier, faster. Perfect balance. Model 4A4, \$11.95\*.

**\* ALL THESE TOP-SELLING FEATURES ARE ON EVERY TOASTMASTER TOASTER!**

**"Golden-Slice" Automatic 2-Slice Toaster**

Most popular toaster in the country! Fully automatic—just drop bread in and press handle down. Toast is perfect *every time!* Smart styling. Rich black and gold trim. Model 1B24, \$19.95\*.

**Compact Automatic 2-Slice Toaster**

Full-size performance in 40% less space! Gleaming chrome. Cool brown Bakelite handles. Model 1B21, \$17.95\*.

**NOW—AS ALWAYS—AMERICA'S FAVORITE TOASTERS!**

Unequalled performance—unmatched acceptance  
—wider selection

# the TOASTMASTER line in 1959!

**"Star-Mix" 2-Speed Blender**  
with self-selling feature story. Star-shaped for faster, smoother blending. 2 speeds to do every blending job. Model 10A1, \$34.95\*.

**"Cup-A-Minute" Coffee Maker**  
Perking starts in 20 seconds. Delivers 3 to 10 cups at a cup a minute! Model SD1, \$29.95\*.

**De Luxe Home Hair Cutting Set**  
12-piece set—everything to sell "a perfect job." Model 13A1-12S, \$17.95\*. Other sets from \$10.95\*.

**"Double-Duty" Grill & Waffle Baker**  
4 plate-size waffles at once. Doubles as a grill. Model 2D3, \$34.95\*.

**Waffle Baker, Model 2D2, \$21.95\***

**Exclusive Superflex Timer,** for perfect toast—toasts fast when cold, faster when hot!

**Exclusive Toast Control Dial** for exact shade you prefer—light, dark or in between!

**Push-button crumb tray at bottom** is hinged for easy-cleaning convenience!

**"Golden-Slice" Powermatic 2-Slice Toaster**  
The exciting way to make toast! Lowers the bread, toasts it fast, serves it up high! Model 1B16, \$29.95\*.

**"Golden-Slice Triplett" Powermatic Toaster**  
The Family toaster—toasts 3 slices at once! Famous Toastmaster Powermatic action. Model 1C4, \$34.95\*.

**"Golden-Slice Triplett" Automatic Toaster**  
Toasts 1, 2 or 3 slices at one time! All the features of the automatic toaster line. Model 1C5, \$29.95\*.

**\* PRODUCTS** . . . Toastmaster Homewares give you a full line of small electric appliances under one name—each item loaded with sales-clinching "exclusives"! We call them Homewares because they were created for today's homemaker to give her more leisure time at home! So sell Toastmaster Homewares!

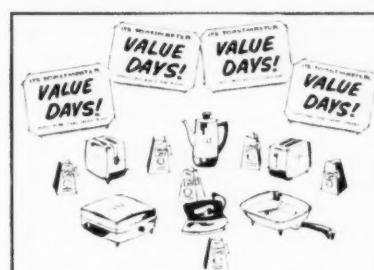
**\* QUALITY** . . . A Toastmaster tradition for over 30 years. Toastmaster Homewares are made better . . . they're worth more . . . you can sell them for more! And they stay sold! You cut complaints and profit-robbing repairs when you sell Toastmaster Homewares!

**\* CONSUMER ACCEPTANCE** . . . Nationally-advertised Toastmaster Homewares will be pre-sold again in '59 in the leading consumer magazines, as they have been for over 30 years. This advertising, plus millions of satisfied users, creates the tremendous consumer acceptance that makes it easier to sell Toastmaster Homewares!

**\* LOCAL CO-OP ADVERTISING** . . . A controlled plan to help you bring pre-sold Toastmaster customers to your store. See your Toastmaster distributor for details.

**\* PROMOTIONS** . . . There's a Toastmaster promotion designed to help you build your sales during every major selling season! As an active dealer you qualify for free merchandising kits, tie-in ads, displays.

## Send for Your FREE "VALUE DAYS PROMOTIONAL KIT"!



Here's a promotion you can put to work Right Away! The "Value Days Store Promotional Kit" has everything you need to stage a traffic and volume-building "VALUEDAYS" event—big, colorful banners for windows, walls, wires and counters; VALUE DAYS price cards for point-of-purchase display.

It's yours FREE for the asking. Contact your distributor, or tear out this part of the ad and mail to: Advertising Department, TOASTMASTER DIVISION, McGraw-Edison Co., Elgin, Ill.

# TOASTMASTER®

## First in Electric Homewares

"TOASTMASTER" is a registered trademark of  
McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. © 1959



TOASTMASTER DIVISION  
MC GRAW-EDISON COMPANY



\* Prices shown are suggested retail prices.

# SELL

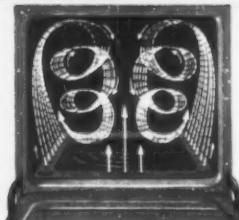
the good cook's gas range  
...famous for nearly four generations!



Illustrated: The Universal Supreme  
40-inch gas range—Model 9192

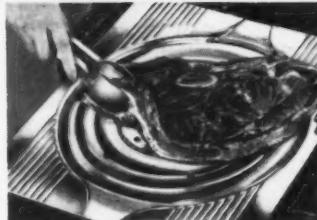
## You and Universal sell better together

...because only Universal offers your customers the 3 "most-wanted" features in gas cooking! It's the famous brand name known and trusted for quality for 4 generations. Get the facts . . . contact your Cribben & Sexton representative now!



### "Air-conditioned" Baking

Exclusive Super Oven with built-in circulation control keeps heat better balanced for perfect baking. This even heat is constantly circulated . . . no hot spots, no cold corners!



### Smokeproof Broiling

Melted fats and greases can't smoke or burn because the specially designed broiler grille drains away and traps them in the pan underneath. Kitchens stay cleaner longer.



### "Obedient Burner" Cooking

Each self-lighting burner obediently delivers the precise heat wanted, instantly. "Simmer-Save" feature permits an unlimited number of measured cooking heats.

Advertised in leading national magazines

# UNIVERSAL

GAS RANGES

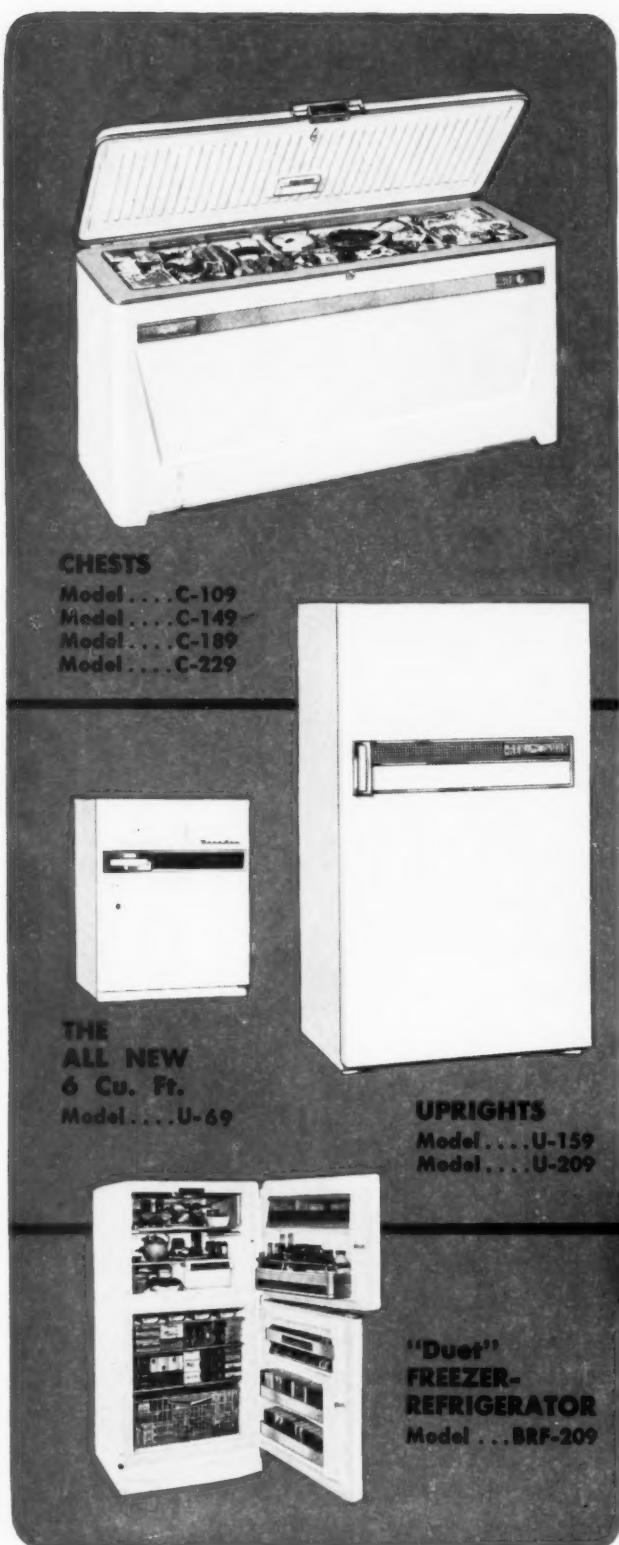
Cribben & Sexton Company, Chicago 12, Illinois. A complete line of domestic and commercial ranges, built-in ranges, dishwashers, clothes dryers and space heaters.

**How was your freezer business?**

# **BEN-HUR SALES**

## **more than doubled in '58**

### **HERE'S WHY**



#### **CHESTS**

- Model . . . C-109
- Model . . . C-149
- Model . . . C-189
- Model . . . C-229

**THE  
ALL NEW  
6 Cu. Ft.**  
Model . . . U-69

#### **UPRIGHTS**

- Model . . . U-159
- Model . . . U-209

**"Duet"**  
**FREEZER-  
REFRIGERATOR**  
Model . . . BRF-209

**ONLY BEN-HUR FREEZER SELLING** is supported with a positive, forceful Merchandising Program, featuring a "LIVE DISPLAY," designed to make PROFITS for YOU — and presented by technically trained Freezer Specialists with Freezer Sales "Know-How."

**ONLY BEN-HUR FREEZERS** offer the SELECTION that satisfies every customer need — Uprights — Chests — Combination Freezer-Refrigerators — and the ALL NEW 6 Cu. Ft. Upright.

**ONLY BEN-HUR FREEZER SELLING** is backed by a BIG "Exclusive-Freezer" advertising program in LIFE, GOOD HOUSEKEEPING, HOUSE & GARDEN, HOLIDAY, HOUSE BEAUTIFUL and LIVING FOR YOUNG HOMEMAKERS.

**ONLY BEN-HUR FREEZERS** have a 10 YEAR WARRANTY\* giving customers the "Performance Protection" they want.

**ONLY BEN-HUR FREEZERS** must pass the famous R.O.P. record-of-performance test. You and your customers have fewer service problems.

**ONLY BEN-HUR FREEZERS** have all these customer satisfying features . . . Flex-Flo Cover . . . Chariot Glow Warning Light . . . Desert-Dri Construction . . . Safety Cold Control . . . Safety Latch . . . and many others.

\*Replacement Compressor Price Pro-rated after 5 years.

# **BEN - HUR**



Only Ben-Hur Freezers Carry All These Performance Seals.

*America's Finest Freezer* IS NOW AMERICA'S FASTEST SELLING FREEZER

OLDEST and LARGEST EXCLUSIVE MANUFACTURER of HOME FREEZERS

**YOU CAN SELL MORE  
FIND OUT HOW**

**TEAR  
OUT  
AND  
MAIL  
TODAY!**

**BEN-HUR MFG. CO.**  
Dept. L9, 634 E. Keefe Ave., Milwaukee 12, Wisconsin, U.S.A.  
Please tell me how I can PROFIT as a Ben-Hur Franchised Dealer

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

A HOTPOINT ADVANTAGE THAT'S  
LOADED WITH TREMENDOUS  
**SALES POWER!**

a separate  
washing method  
for every type  
of load!

# 6-CYCLE



New, full-time underwater lint filter traps lint where it forms — under water. Unique, new Detergent Dispenser on top of filter distributes powdered or liquid detergents evenly, thoroughly.

Push one button — and get the right wash and spin speeds, the right wash and rinse temperatures for any fabric. A simple chart inside the lid tells which button to push for cottons, synthetics, wash-and-wears, woolens, etc. The new 6-Cycle Hotpoint ends washday guesswork!

The new 6-Cycle Hotpoint washer has such great features as an all-porcelain finish inside and out, new automatic rinse dispenser, and new "Wrinkle-Free" washing. Start today to sell Hotpoint 6-Cycle Washing for greater profits in 1959!



**MODEL LW990**

Sell the Hotpoint Washer Line in 1959—it's designed to give Dealers a wide range of models for greater promotional, sell-up and profit opportunities than ever before!

# WASHING

Hotpoint Dealers' profit opportunities are greater than ever before...  
If you're not a Hotpoint Dealer you should be!

**Hotpoint**  
LOOK FOR THAT DIFFERENCE! (your customers do!)

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALS\* • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS





To put more **MOTION** in your promotion

... use the **CHICAGO TRIBUNE**  
**Selective Area Plan**

Appliance pros define promotion as one part "pro" and nine parts "motion". That's why, to get appliance promotions moving in Chicago, they use Selective Area advertising.

This tested Tribune plan moves more people—and moves more merchandise. It provides the important final link between a market-wide promotion and each dealer's localized selling.

Whether you're a manufacturer, distributor or dealer, you can profit from this flexible advertising plan. Here's how it works.

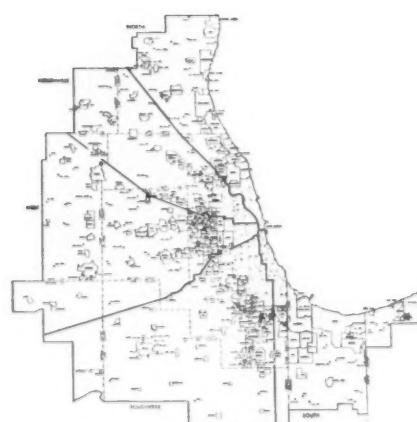
Every Sunday, the Tribune's circulation in Chicago and suburbs is split into the five zones shown on the map. Every

Thursday, it is split into three zones.

A manufacturer or distributor lines up his participating dealers in each zone. Then, with identical advertising in the Tribune, he gets tremendous local impact by using a different dealer listing in each zone.

This plan enables the manufacturer or distributor to retain control over the advertising program. Yet each dealer receives the strongest possible selling support among families best located to trade at his store.

This common-sense sales plan has worked time and time again to produce extra sales during appliance promotions in Chicago. Why not get the documented story from a Tribune representative?



more readers...

more advertising

**The TRIBUNE**  
gets 'em in Chicago!



**My name is Frank Murphy**

I'm an appliance dealer in Bristol, Conn.

I'm also a custom kitchen specialist  
and chairman of NARDA's kitchen clinic.

I've been selling kitchens for 12 years.

In that time I've sold over 300 kitchens  
at prices ranging from \$500 to as high  
as \$12,000

But, despite all this experience,  
I would be the first to admit that

**I'm Still Learning the Kitchen Business**

**BETTER KITCHEN  
merchandising**

And these lessons have helped me  
to make more money in kitchens.  
To see how, turn the page

## I'm Still Learning The Kitchen Business

When ELECTRICAL MERCHANDISING asked me to write an article I had only one objection—I'm still learning about kitchens myself. I can't honestly pose as an expert when I'm learning things every day from other dealers, from suppliers and distributors and subcontractors.

But this didn't seem to bother the editors. As a matter of fact, they seemed to think this would make the article even better. Go ahead and show us how you learn more about kitchens, they said. And don't be afraid to show us how you're still learning.

So that's what I'll try to do. This isn't going to be a textbook on kitchens. But I will take some of the things I've learned in textbooks and show you how experience has taught me to apply those rules. In the long run, experience is still the best teacher and it's the experiences of lots of other dealers (plus some of my own) which I want to talk about here.

**You've heard of "educating the builder," and how one good kitchen in a new development can promote better kitchens in the development and in the whole market. Does it work?**

I learned that one about six years ago when a new builder name of Bernstein was planning a 30-home tract in Bristol. The kitchen distributor and I pitched him on the value of going for a gorgeous custom kitchen in the model home and promoting the whole tract by promoting the kitchen. Like the steak and the sizzle.

We designed and installed at cost a kitchen which would have sold for about \$5,500. We paid for, with distributor co-op, two full pages of ads and a total of four more in smaller lineage, planted site signs, manned the model kitchen for a solid week (4 p.m. to 10 p.m. daily and 1 to 7 on Saturday and Sunday). The kitchen was featured in all the home ads. A woman on the phone was telling another "I'm living in a dream world. I've just been down to that fabulous kitchen in the new model home. You've got to get down there and see it . . ."

The two weekend campaign pulled about 10,000 people through the kitchen, made it a household word around Bristol, boosted me as the custom kitchen man in the town and actually sold two more kitchens right in the development. Four years later people were still coming in and mentioning that they'd remembered us from the dream kitchen.

What did it do for the builder? The five-room homes were to be \$19,000. The model with the kitchen in it went for \$26,000. Bernstein says the kitchen sold the house and boomed the development.

**You've heard that "You're selling ideas . . . build special touches into your kitchens and into your displays . . . make your displays different." It works.**

A birdcage proved it four or five displays ago, and the follow-up is teaching me that this whole idea can go much farther into an area I'm calling "accessorizing."

The birdcage—one of those thin wire, very elaborate, planters which florists have—is an example of the kind of thing that fascinates women. I featured one in a display kitchen. I bought four more from the florist. He had a run on them. The woman who bought my display kitchen insisted the birdcage go with it.

In my current display I've got flower boxes and newel posts that frame the whole kitchen. Women don't see things like that in competitive displays. They comment on them. Nor do they see free form counter tops and bars, hanging cabinets, off floor cabinets, vertical Venetian blinds, distinctive lighting, 30-drawer linen cabinets, pull down and pull out burners, French door ovens. Put things like these in displays to make people ask "What is that . . ." Show them what they don't see in every kitchen display.

Here are some notes I've got filed for use in future displays: there's a dealer in California who features in his window a motorized liquor bar. The whole thing descends into the counter top at the touch of a button. He keeps it bobbing automatically and spot lights it at night. I'm looking around for pin-hole spots so that I can, in night displays, feature certain parts of the display: the built-in mixer, maybe, the bar sink, the dishwasher. A Wilmington, Del., dealer has a warmer tray built right into the top of his breakfast bar display. It costs \$75. Hanging over it is a Japanese white paper Naguchi lamp. One of his soffit sections is of Japanese shoji paper.

Show as many feature cabinets as possible. Stimulate your buyer by making it a kitchen of prestige and a kitchen of ideas.

I'm learning that there may be a whole area of "accessorizing" worth exploiting. I'm looking around now for sources of special wall accessories—for display—like collections of trivets, groups of copper molds, brilliantly enameled cookware, good prints. They add character to displays and can also be sold as part of a kitchen design package.



**"Build ideas into your displays.** Women don't see things like newel posts and flower boxes in competitive displays—but they do in mine. And they comment on them—and remember them."

**You've heard of the long profits in the sale of a custom kitchen. Where are those profits? In the cabinets, yes, and in the built-ins. But that's only the beginning. Like the sale of a car, the longer profit items are the accessories and the add ons: special sinks, hoods, vents, fans, custom clocks—and in subcontract overrides.**

For instance, my kitchens are averaging well over \$2,500 now. We've done many at \$4,000, several at \$10,000 and one at \$12,000. Here are some of the long profit accessories in those custom jobs: specialty clocks by Howard Miller at \$50 to \$75 with 50 per cent gross profit in each; special custom range hoods in hammered and antique copper and sculptured copper for country and provincial kitchens for \$300 and \$500 with 50 percent in them; custom lighting with 40 percent in it, like high hats, valance lighting, colored light for areas of color in the kitchen; breakfast nook installations with chairs or banettes at \$150 to \$400 with 50 per cent in them; custom hanging fixtures for breakfast areas. You seek these latter out like a decorator does to accent the design themes adding color accents too, with ruby red glass, green glass, milk white or clear hurricane lamps with brass or copper or wrought iron in various patina finishes. Custom designed stainless range tops, fabricated locally for 48 percent. And don't forget the dimmers to control lighting. How about a bar sink for father? If it is a large family, how about a milk dispenser, an extra dishwasher, a second sink? Have you sold the first electronic range in your area? Electronics? You're in the custom installation business already. What about inter-com systems, home-wide hi-fi?

Custom kitchens create custom work by subcontractors. Your design created the work for them. I take a profit on my subcontractors' share of a job—profit in two ways.

For instance, on a \$250 flooring job, I get 10 percent from the customer by billing it out at \$275. I get 10 percent from the flooring man by paying him \$225. The same goes for wall covering, painting, masonry.

#### **Never break down the costs of the total job for the customer.**

We will break down all the components of equipment, the work detail. The more detailed the work specifications, the better. But the customer sees and gets only ONE price for the total package. Does the customer ask the builder how much the closets cost in his new home?

We feel this is important. The customer is buying our ideas, our resourcefulness, our sources of supply, our design and installation ability and experience, our taste or our affirmation of her own taste, and our ability to bring her dreams from paper to being. All these things are unique. She can't buy our precise package anywhere else in the world.

Willard Woodfield, the outstanding dealer from Damascus, Md., who addressed the NARDA kitchen clinic in January agrees with us on that. As he said in his speech: "Whatever other brands are in there, that's a Woodfield kitchen and she can't buy that anywhere but from Woodfield—especially if she likes it."

#### **Don't discount a job either.**

Just last month I bid \$4,400 against another at \$4,000. The prospects were more excited about my design but they liked the other price. They asked me to come down to \$4000 and they would close on the spot. I said no. I told them the above reasons and added that to do that exact job I *needed* \$4,400. I could change it, remove some elements and get down to \$4,000 but for that design it was \$4,400. They took my job and without a price breakdown.

You're going to say that Bristol is different. Maybe it is. But I'll remind you that it took me about eight years to learn to say the word "thousands" without swallowing first. The moment you itemize costs, you open up the opportunity for the customer to shop for discounts on individual items.

#### **What I'm trying to learn now is the positive approach used by decorators.**

Most people fear decorators, and decorators cash in on that fear neatly in supplying design and color suggestions. "Madame, surely you're not thinking of THAT wall paper." I wonder why we all lack that kind of confidence?

#### **Don't be afraid to learn from your sub-contractors.**

We could never do the estimating we now do—without the sub seeing the job—unless we'd learned a great deal about the work of the subcontractor. If it is a simple job, I'll estimate it myself. But, if I have any doubt whatever, I have the sub or the general contractor come out and look for himself.

We do our own electrical contracting—I was raised in that business—but I learned whatever I know about plumbing, flooring, papering and masonry by experience and by facing the problem

MORE ▶

## I'm Still Learning The Kitchen Business

CONTINUED

squarely in the beginning. I visited a number of subcontractors, told them what a kitchen specialist was, that I was in the business, and I asked them to help me see what a sub contractor sees in estimating a job.

Some of them resented me. They felt I was snagging business they might get themselves. That's not true. The kitchen specialist makes work for them. They may think your specialty is "a lot of damned nonsense," but they'll get over that once the work starts rolling in and you become a valuable customer for them. . . .

**Learn what the subcontractor looks for when he is estimating a job.**

Two instances in particular taught me the meaning of that one. I lost money both times. You learn most when it costs you money. One of the first flooring jobs I estimated turned out to be much tougher than it looked. The floor was in deceptive shape. It had to be sanded and masonite had to be laid before the new skin went on. I hadn't figured either preliminary and took a bath. Then, one of the first walls I planned to move turned out to be a carrying wall. I'd have cracked the whole ceiling. Also I'd have cut a window right into a carrying beam. Right after that, the same general contractor saved me from ignoring an active chimney. He also stopped me from neglecting to figure pitch and insulation on a sink job. From then on I learned to spend whole days on their jobs watching, listening and asking questions.

We don't make too many expensive errors in estimating these days, but I'll still be learning that subtle art until the day I hang up my tape measure for good.

**You've heard: "Get it all into that contract . . . Write it all down . . . Charge them for everything . . . Get paid for changes and afterthoughts . . ." There's good reason for that advice.**

We now write a detailed bill of particulars which lists every item—even to the model number—that goes into our kitchens and detail every function we'll perform from the tearing out, through the finished job. We do it because we found we were generalizing too much, were losing jobs and were losing money on some jobs we did get.

Generalizing is bad for several reasons: a generalized bid stacks up poorly against one that is particularized professionally. It fails to impress the customer with the complexity of designing and installing a custom job.

A schedule of detail impresses her with the iceberg nature of a kitchen job, the tremendous amount of headache she does not see. It helps justify the asking price. It tips the customer to screen the schlock who has beaten the bid with overgeneralization.

**To find out more about the lessons which Murphy learned and which have helped him make money in kitchens, turn to page 82**



"Look around for accessories and add ons to include in your kitchens. I haven't done this yet, but Galperin's in Wilmington, Del., has a barbecue unit built into one of its display kitchens. It's a natural add on in a kitchen."



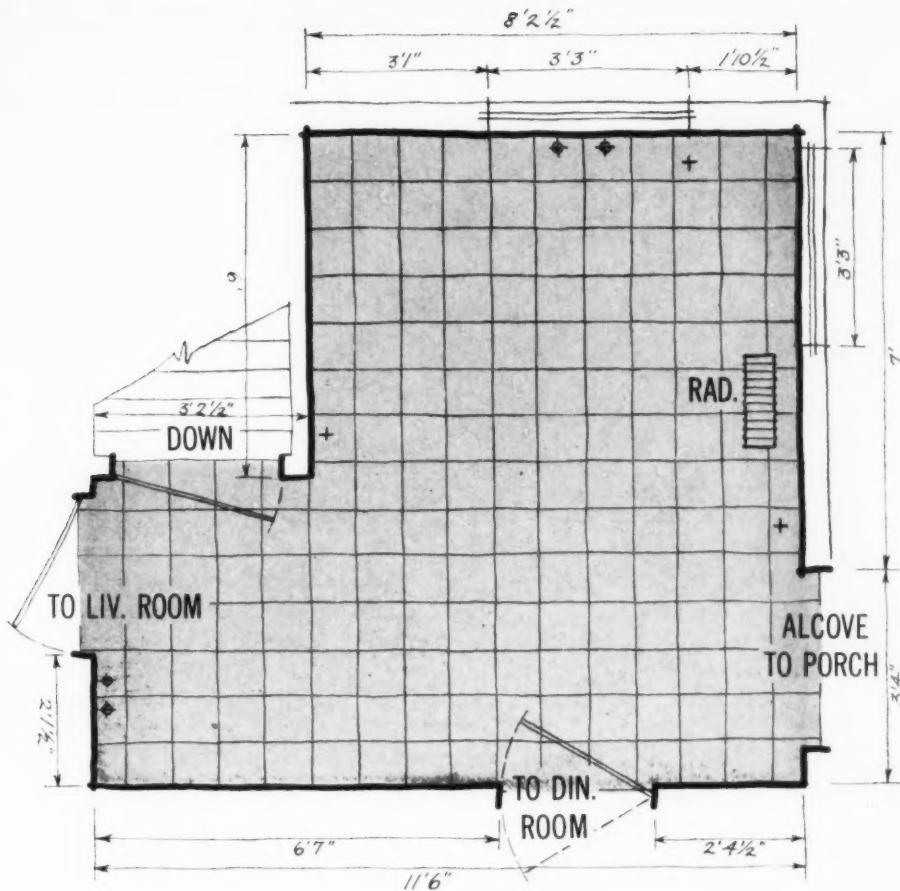
"Add a distinctive touch to your kitchens. This one at Galperin's has a lot of these touches, including a built-in warming tray in the breakfast counter and the use of a distinctive, Japanese-styled lighting fixture."

# BETTER KITCHEN merchandising.

### **The Ground Rules**

Five of the biggest companies in the kitchen business—RCA Whirlpool, Republic, General Electric, Westinghouse and Youngstown—cooperated in making this article possible. Each one accepted the challenge of designing a new kitchen within a budget of \$2500. Here's what we told each of them before they went to work on their designs. Be sure you read these "instructions" before you begin your own solution to the "problem".

1. This is not a contest. Budget limitations prevent anyone from designing a "dream kitchen" in these circumstances. Instead, each firm was asked to provide a good, practical solution from which ELECTRICAL MERCHANDISING readers might get ideas they could use in solving similar problems.
  2. The kitchen must not cost more than \$2500, including appliances, cabinets and labor. In many cases, prices are somewhat indefinite since costs vary in each section of the country. Each manufacturer was told to estimate either suggested list or prevailing market prices for equipment and to estimate labor costs in the northern New Jersey market (where the actual kitchen involved is located).
  3. All dimensions, plumbing, entrances and windows are indicated on the floor plan above. Hot water heat is used. The family consists of two adults and three children (ages 10, 7 and 5); the family eats some meals in the kitchen and would like a snack bar.
  4. Here's what the family wants in a new kitchen. They wish to replace their present gas range with an electric built-in and would also like to replace their present refrigerator. They would like provision made for a dishwasher and disposer (although purchase might be deferred). They also wish provision made for a washer and dryer. They want a double bowl stainless steel sink, laminated plastic counter tops, a vent fan (which they already own), and some sort of storage for tall items.



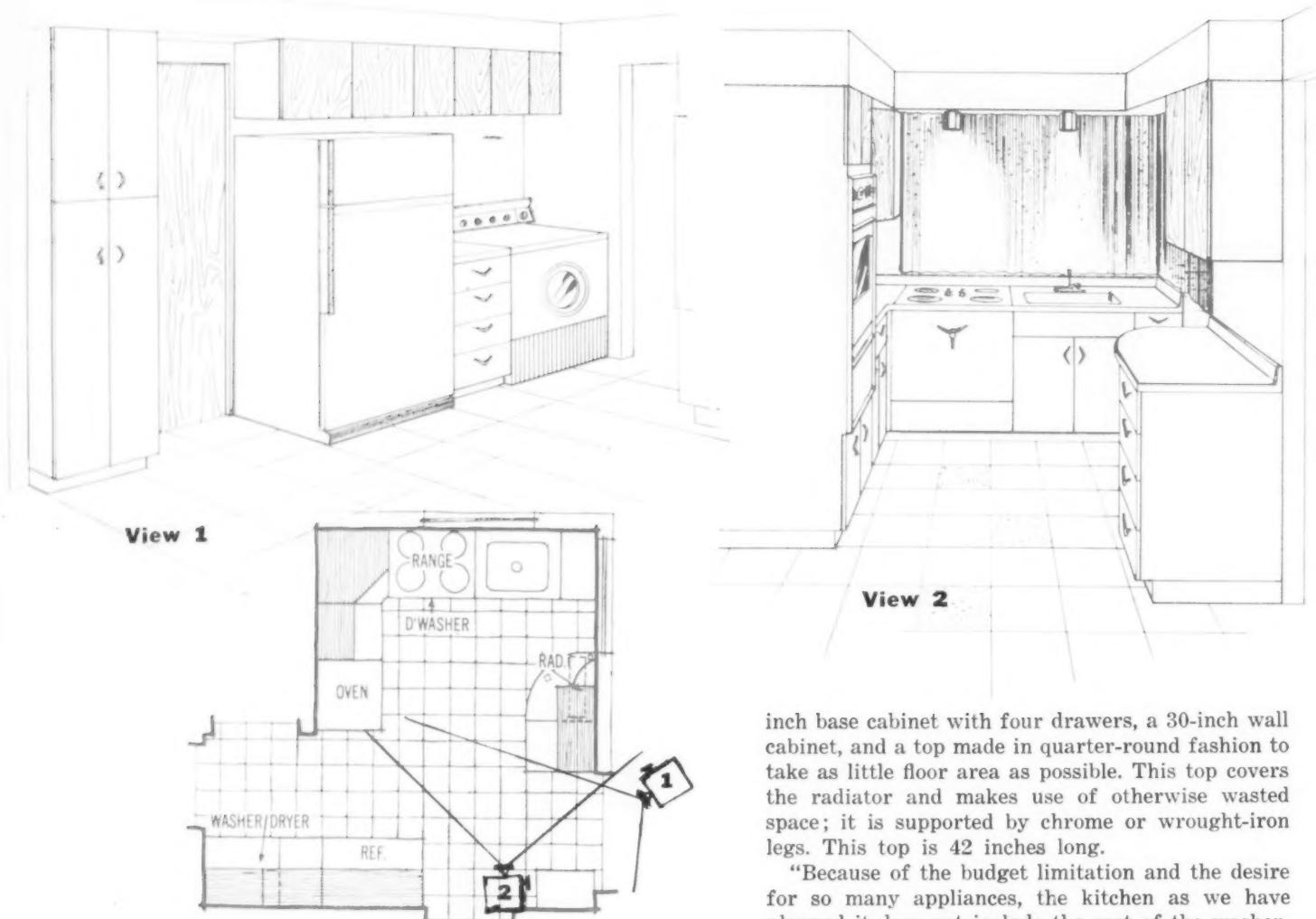
# Can You Solve This Kitchen Problem?

Here's your chance to find out — and to check your solution against those of five acknowledged experts, the men who design kitchens for appliance and cabinet manufacturers.

This kitchen poses some real problems. The room is small and it's broken up with four doors and two windows. The owners want new appliances — and they have only \$2500 to spend for the entire job. Can you solve their problem?

To see how the experts  
did it, turn the page

## YOUNGSTOWN'S SOLUTION: Clever Planning Can Save Valuable Space



"THIS is a small kitchen," says Youngstown. "In planning, there was concern about providing sufficient work surface and storage space in view of the fact that the use of a built-in cook top and oven and dishwasher were stipulated. Mounting the electric cooking top on the dishwasher is a space saver and provided space for the working area and an L-arrangement to the left of the cooking top."

"In addition, a handy work area is located over the radiator. The ensemble here consists of an 18-

inch base cabinet with four drawers, a 30-inch wall cabinet, and a top made in quarter-round fashion to take as little floor area as possible. This top covers the radiator and makes use of otherwise wasted space; it is supported by chrome or wrought-iron legs. This top is 42 inches long.

"Because of the budget limitation and the desire for so many appliances, the kitchen as we have planned it does not include the cost of the washer-dryer or the new refrigerator. We are assuming the family can continue to use their present refrigerator and that their washer can be fitted into the space provided.

"We have stayed away from any structural remodeling because of the expense. If a window could have been removed, additional wall cabinet storage space might have been made available.

"So far as eating space is concerned, this is almost impossible. There simply is not enough room for a bar of a size to be of use."

### What's in the kitchen

Youngstown Kitchens Jet-Tower dishwasher  
Youngstown Kitchens food waste disposer  
Youngstown-Tappan ETY-30 cooking top  
Youngstown-Tappan EOYK-310 oven  
1 B1236R base cabinet  
1 B2136 base cabinet  
1 BD1836 base cabinet  
1 B1536R base cabinet  
1 30-inch sink front  
1 W2530 corner wall cabinet

1 W1230 wall cabinet  
2 W2118 wall cabinet  
1 W3618 wall cabinet  
1 BL2184 broom linen closet  
1 W3030 wall cabinet  
1 24" stainless steel sink  
1 Youngstown Kitchens oven cabinet  
  
Cabinet tops  
(Youngstown Kitchens Lustre-Trim)

### What it cost

Appliances	\$ 750
Cabinets, tops, sink	1050
Installation	700
	\$2500

# G-E's SOLUTION: The Versatility of New Appliances Provides the Answer

"ACTUALLY," says George Warren of G-E's Home Bureau in Louisville, "the size of the kitchen and the fact that there are four doors and two windows in an area this small in itself has more or less dictated the arrangement of appliances. We have relocated the radiator to get proper diffusion of heat and allow for space under the cabinets. Note the use of the combination washer-dryer under the wall refrigerator; this is an excellent example of the versatility of the placement of both of these appliances. The new drop-top built-in range is particularly adaptable to this installation because of its 27-inch width. We felt that a single bowl 21 x 24" sink rather than the double bowl would offer a better cabinet arrangement but we have shown the double bowl as specified in the instructions. We chose a pink (appliances and cabinets) and gray (soffits and walls) color scheme because we feel it will tend to enlarge this area to the eye and be most pleasing for an over-all work program.

"The kitchen was designed by Jack Forst who has headed our design group for seven years and who has designed kitchens for personalities as well known as Ronald Reagan, Marge and Gower Champion, Gail Patrick, and Princess Grace of Monaco."

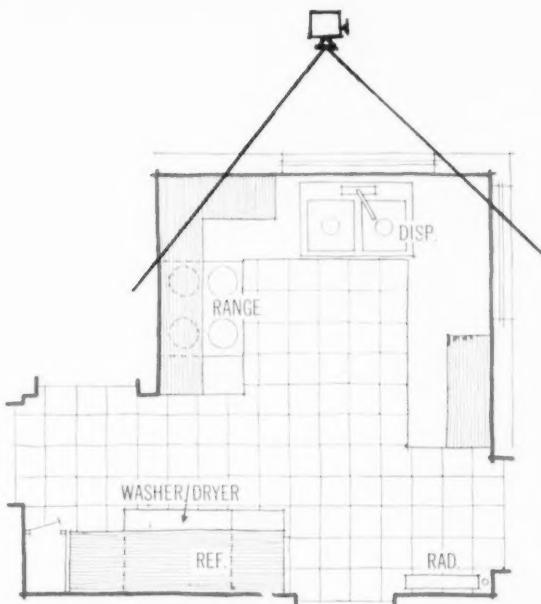
## What's in the kitchen

1 LW-11 wall refrigerator	1 KB1834BL base cabinet
1 WD 560 Comb. washer-dryer	1 KB1534E base cabinet
1 J620 drop-top range	1 KB3034SF sink front
1 FC 20 Disposal	1 KB3034B base cabinet
1 SU-60 Dishwasher	1 21 x 32" D.B.sink (ss)
1 KW3630 wall cabinet	1 Faucet WD60 x 304
2 KW1530R wall cabinets	Textolite counter tops
1 KW2130 wall cabinet	3 KWOOOYLA
1 KW1830 wall cabinet	3 KWOOOYLB
1 KB1234BP base cabinet	

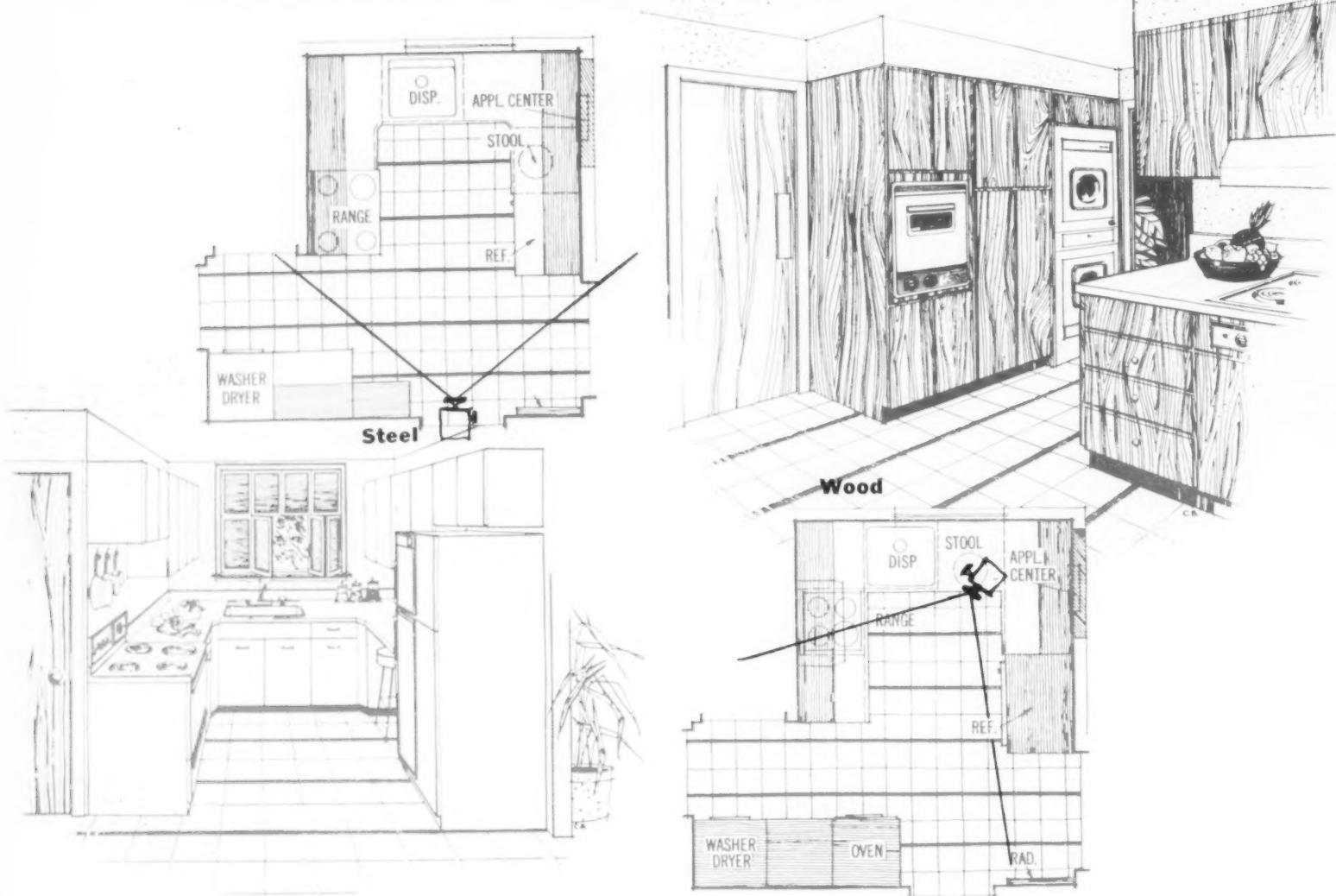
## What it cost

Appliances	\$1,515.85
Cabinets	434.15
Counter tops	135.50
Sink bowl	65.00
Flooring	70.00
Painting	75.00
Electrical	105.00
Plumbing	175.00
Special wood cabinet	40.00
	\$2,615.50

MORE ▶



**WESTINGHOUSE'S SOLUTION: The Problem Can Be Solved in Both Wood and Steel**



"**W**e have developed two designs," says R. J. Lightcap, interior design manager for Westinghouse's custom kitchen department. "One has built-in appliances and Westinghouse wood cabinets. The other has free standing appliances and steel cabinets. Both fall within the \$2500 limitation. However, in the wood kitchen, this price does not include the Laundromat and dryer which we feel is not in the scope of a small economy kitchen."

"You'll recognize that in the steel kitchen we have attempted to include all the specified appliances and still stay within the \$2500 budget. In the wood version, however, we have suggested a somewhat more ambitious kitchen and to do this within the budget we have shown the Laundromat and dryer as an 'extra'.

"Changes to the existing structure include (1) closing off the window in the right wall and installing a stacked base board radiator unit in the corner adjacent to the dining room door; (2) inclusion of over cabinet soffits and an over platform range vent fan in the wood kitchen; and (3) new floors, painting and decorative window treatments which are included in the estimated price."

**What's in the kitchen  
WOOD**

TDM13 refrigerator (w/trim kit)  
OLC-17 oven  
PMD platform  
FD-10 disposer  
AAC-572 appliance center  
L-127 Laundromat\*  
D-127 dryer\*  
Westinghouse wood cabinets  
\*Not included in price of wood kitchen

**What it cost**

Appliances*	\$ 832.35
Cabinets**	866.75
All other material and cabinets***	788.55
	2487.65
Optional Extras	
Laundromat and dryer	\$340.00
Front frame	30.25
Plumbing-electrical and installation for Laundromat and dryer	75.00
Total	\$2932.90

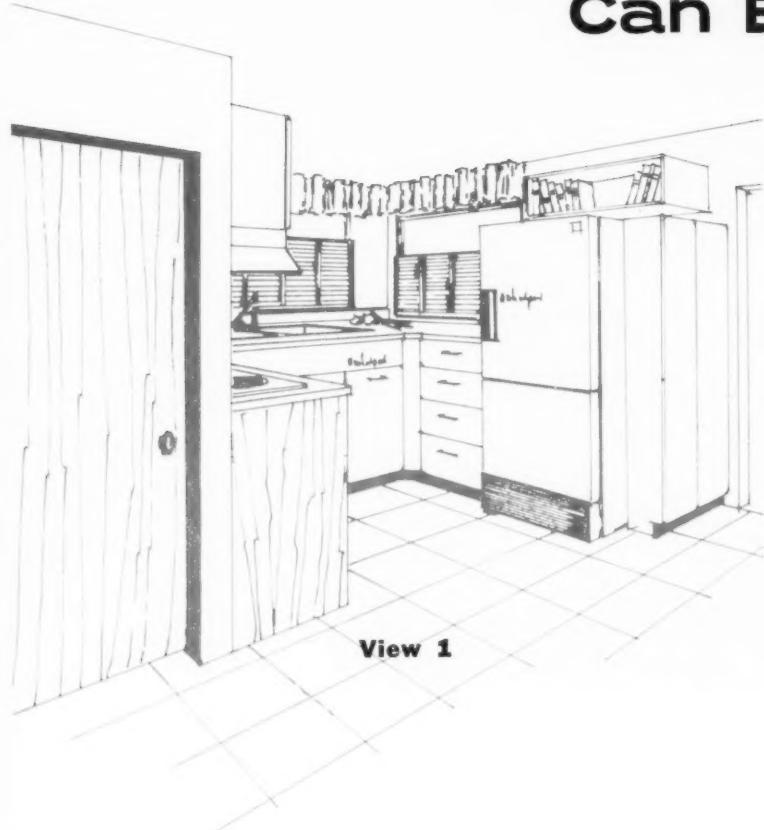
**STEEL**

TDM 13 refrigerator  
CM-30 range  
AAC-572 appliance center  
FD-10 disposer  
L-127 Laundromat  
D-127 dryer  
Westinghouse steel cabinets

Appliances*	\$742.30
Cabinets	640.36
All other material and labor including shutters and new trim***	723.80
	2106.46
Optional Extras	
Laundromat and dryer	340.00
Front frame	30.25
Plumbing-electrical and installation for Laundromat and dryer	75.00
Total	2518.96

\*Does not include Laundromat and dryer \*\*Does not include front frame for Laundromat and dryer \*\*\*Does not include plumbing, electrical or installation charges for Laundromat and dryer

## WHIRLPOOL'S SOLUTION: A Simple Minimum Plan Can Be Effective



LIKE most manufacturers who contributed solutions to this kitchen problem, RCA Whirlpool found the price ceiling somewhat troublesome in view of the number of appliances which were specified for inclusion in the kitchen. In the face of this difficulty, the company has come up with what it considers a simple, minimum plan. "It is small, low-end and adequate," says Charles Reinbolt, general manager of the firm's kitchen division. "It is completely honest and it is the best that can be done within the price range. Anything more simply cannot be done."

The plan was designed for Whirlpool by *Living for Young Homemakers' Kitchen-Laundry Design Center*. Through the facilities of its Design Center, *Living* will provide similar kitchen designs and plans for any dealer selling Whirlpool products (or those of any other manufacturer participating in the magazine's design services).

### What's in the kitchen

E-792 range	1 CVC 2418 ventilator cabinet
E-770 oven	1 CW 3030 wall cabinet
FS12BR refrigerator	1 CWC 2130 corner wall cabinet
FU60 dishwater*	1 CW 1230 wall cabinet
ECD disposer	1 CWD2424 wall oven cabinet
EC 50 washer dryer	2 CW 4218 wall cabinets
1 CRB24 range base cabinet	1 CU 2166 utility cabinet
1 CSFC42 sink front cabinet	
1 CBD15 base drawer cabinet	
1 CUEE 2460-CEME 24 oven cabinet	

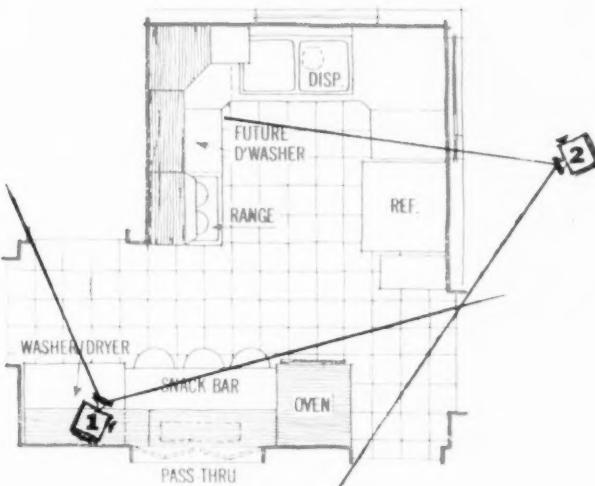
\*Provision made for installation but price not included in \$2500 estimate.

### What it cost

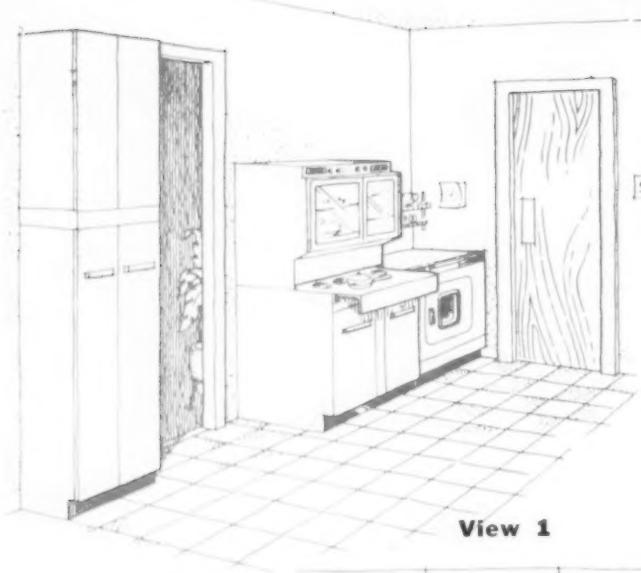
Appliances	\$1,147.47
Cabinets	427.40
Appliance delivery installation and service	102.50
Cabinet installation, plumbing, decorating, lighting, etc.	822.63

Total  
Costs are estimated market costs and do not include drop-in sink or range hood which would have to be furnished locally

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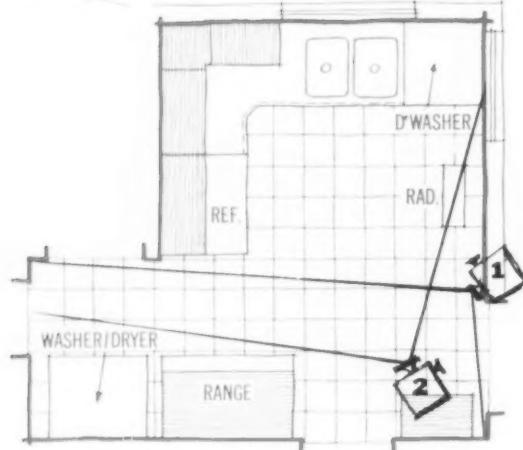
## REPUBLIC's SOLUTION: Save Space with New Appliance Designs



**View 1**



**View 2**



IMITATIONS of space, four doors, two windows and kitchen arrangements have limited the flexibility of design," H. S. Steinkamp, manager of Republic Steel's Berger division builder department points out.

"The requirement of a washer and dryer in the

kitchen necessitates the use of a combination to save space. A built-in range and oven has been requested. Therefore, the ever present problem of lineal wall inches must again be considered and the use of Tappan's model 402 meets this requirement in the best possible manner. A wall refrigerator would have been desirable if proper wall space had been available. This could have been done if a portion of the alcove to the porch was closed and the size of the window on the west wall slightly reduced. However, budget limitations would not allow this additional cost. Therefore, floor space was necessarily used on the east wall for a lefthand hinged unit.

"We have omitted one feature which was desired—a snack bar. Space limitations and maximum budget have caused us to omit this one feature.

"Additional kitchen storage is indeed desirable in this plan and the customer should be encouraged to increase the budget slightly and provide wall cabinet storage space over the washer-dryer and the range."

### What's in the kitchen

GE SU60 dishwasher	1 B-15-L base cabinet
GE FC-15 Disposall	1 B-1828-L base cabinet
G-E WD 560S washer-dryer	1 B-1828-R base cabinet
G-E LB-10S refrigerator	1 B4D-15 base drawer cabinet
Tappan 402 built-in range-oven	1 SS-32 x 21 sink
1 SF30 sink front	1 RSK-3 fitting kit
1 W-130 wall cabinet	1 U-21-A-B-C broom cabinet
1 W-221 wall cabinet	1 counter top 41" x 96½"
1 W-227 wall cabinet	

### What it cost

Appliances	\$1,429.75
Cabinets	729.25
Tear out existing cabinets	40.00
Electrical	55.00
Build new soffit	45.00
Install cabinets and counter top	104.00
Plumbing*	105.00
	2,508.00

\*Assuming waste line is low enough to install disposer and code permits dishwasher drain into disposer.



## This Dream Kitchen Does All Their Selling

In its first year in the business the Lazar Appliance Co., of St. Louis, sold 20 kitchens worth \$50,000—and this \$8,000 "Fantasia" display kitchen was responsible for every sale

A UNIQUE "Fantasia" display kitchen is serving as the cornerstone of an extremely successful kitchen department recently opened by the Lazar Appliance Co.

The St. Louis firm has done no outside canvassing, uses no direct mail and resorts to none of the usual methods of attracting prospects.

Instead, the company created a colorful, impressive \$8000 display in its St. Ann store. "We hoped that every housewife who got a look at the kitchen would be responsible for sending three or four others around and that's the way things have worked out," says George Lazar.

Last year the firm sold 20 kitchens, the smallest of which amounted to \$2200. In every case, says Lazar, the immediate factor which developed the sale was the Fantasia kitchen.

Built in a 30 by 20 foot display space, this kitchen is a "Lazar original", designed without help from outside sources. It includes an egg-crate ceiling, extensive use of built-ins, a brick paneled wall, advanced ideas in pull-down lighting fixtures, and a unique center island. This six-foot pedestal incorporates a sink, outlets for small appliances, a hot-top, and drawer space and is faced with Formica in a marble pattern. The kitchen is finished in lavender

and dusty rose with simulated terrazzo flooring.

"We planned the kitchen to be breathtaking," says Lazar. "In showing it to customers, we concentrate on the fact that we designed it ourselves, and that we can do just as impressive a job with kitchen space of any size. That seems to be the clincher and the reason why a lot of our sales have consisted of just a brief visit on the part of the housewife, the suggestion that we survey their homes and make a presentation with the cost. We have sold a lot of jobs as simply as that, with the homemakers involved making no attempt to tell us what they want in the kitchen."

Originally, the firm hoped to pay off the cost of the Fantasia kitchen (plus two smaller kitchens in the same showroom) in 30 months. Actually, the cost was amortized in the first 18 months. That's why Lazar feels a dream kitchen can have a very real effect on kitchen business. *End*



This store is owned by Steve Masters, one of the country's biggest mass merchants.

It's located in York, Pa., (population 62,000) and in just two years

its volume has passed the \$1.5 million mark.

It's been so successful that Masters has definite plans for opening another one like it . . .

. . . dreams someday of opening a whole chain of such stores.

Its operation—and its success—may provide many of the answers to the question of

## Will the Big Discount Houses Invade Your Market?

By JOHN A. RICHARDS

**THIS IS AN IMPORTANT STORY . . .** because it's the first detailed analysis of a trend which could have a dramatic effect on your business.

Everyone knows how firmly the mass merchandisers have entrenched themselves in the big metropolitan markets.

So far, however, their expansion moves have taken place in other big cities or in the suburban fringes of their original market.

Now they're looking around for new opportunities. And, as this story indicates, they're moving into smaller markets which they've ignored in the past.

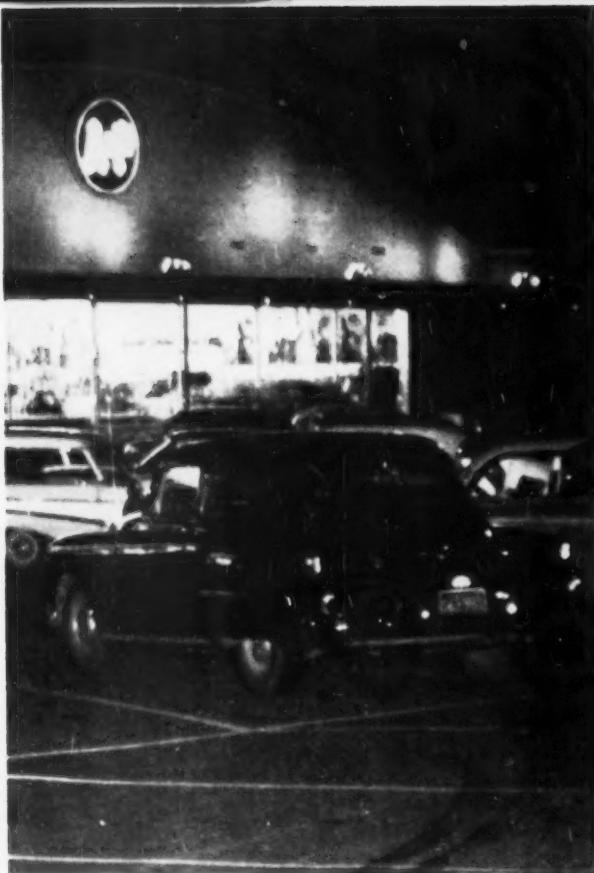
How are they doing this?

Some, like Steve Masters of New York have opened "pup" stores—branches like the one described in this exclusive article.

Others are actively studying the possibility of "franchising" small town dealers.

No matter which course they take, these big city stores pose an impressive new challenge to the small town dealer.

Whether the challenge will succeed remains to be seen. In the meantime, however, every dealer who reads this description of Steve Masters' first venture into "small town" retailing will find it a fascinating—and educational—experience.



IT was June of 1956 when Steve Masters of New York announced the opening of a pup store in York, Pa. The 3,000-square-foot unit was hailed as the forerunner of similar stores across the country—stores that might conceivably invade thousands of trading areas now served by countless neighborhood dealers.

At the close of 1958, that pup store had mushroomed far beyond its original expectations. By September, 1957 it had doubled its size, and within another year had expanded by another 2700 square feet of warehouse space. In its early days five salesmen and two warehousemen handled the operation. Today 12 people operate the store, six of them salesmen, four in the warehouse, the rest in the office. In peak periods, including part-time help, this regular staff swells to 25.

This operation today is doing a business in the York trading area in excess of one and one-half million dollars total volume.

#### Independent of New York

What enabled the Masters pup unit to make such a dent in the Pennsylvania city of over 60,000 in so short a time?

Probably the most succinct way of telling it is this: Masters of York runs a neighborhood operation on a mass merchandising basis.

From its inception the Masters parent organization kept hands off. The pup store did its own buying, its own advertising, its own merchandising. In the words of Steve Masters, "The manager was merely instructed to follow the general Masters policy that every item in the store must be sold at a discount and to offer to the public every article of merchandise at the lowest possible price."

The policies referred to meant (1) top brand merchandise; (2) refund on all mer-



Looking much like any other neighborhood store, the appliance section of Masters unit in York stocks a wide variety of name brand products. Although some distributors hesi-

tated to sell Masters at first, most now do business with the store. "We buy a lot and make it a point to pay promptly," explains manager Stan Mailman.



More resemblance to conventional discount house is apparent in the housewares section of Masters of York. Branch store follows

pattern laid down by parent operation in New York: mass display, mass sell and self-service.

Heavier stocks must be carried in non-metropolitan stores, Masters discovered. That's why store added 2700 feet of warehouse space. "Our suppliers are not just down the street," says manager Mailman, "so we maintain adequate back-up stock to meet demand."

Service is almost as important as price, store has discovered. Service work is handled by outside contractors, one of whom receives day's assignments from Bob Coleman, right. Service and delivery cost customer from \$10 to \$14.



MORE ▶

# Will the Big Discount Houses Invade Your Market?

CONTINUED

chandise at any time up to 30 days after date of purchase; (3) Masters' guarantee on all appliances, in addition to manufacturer's; (4) a service department for complaints; (5) home delivery without penalizing cash-and-carry customers; and (6) a time payment plan without penalizing cash customers.

Spelled out for the York unit it means first of all running a one-price operation. It demands selling on a cost-plus basis.

"We buy at the lowest price," says Stan Mailman, manager, "and we sell at fixed dollars above cost. The secret is that our figure is very competitive and usually below prevailing prices in the area."

Mailman is not saying what his average add-on figure is. But Steve Masters pegged the store's total operating costs at "slightly over 10 percent" when the store

first opened. He doggedly maintains that his New York operation has gross overhead expenses of only 11.9 percent and that the York unit is below that. Therefore, while most area dealers are operating on a negotiating basis, the low-overhead Masters unit consistently can feature prices that are hard to beat, and thus can clobber anybody who doesn't come within range of these prices.

But the price is not the whole story. For those dealers who still believe discounters have cut services to the bone, the York unit can refute it hands down.

## Service Uppermost

"Our success," says Mailman "is predicated on rendering as much service as it is possible to give a person. It means taking care of complaints as fast as possible and

offering the finest selection of brands at the lowest conceivable prices. We will not knowingly allow any customer of ours to be dissatisfied with his purchases."

Service and delivery offered as a package run from \$10 to \$14 in the area. And Masters has three independent service contractors for majors, 99 percent of whose total business is Masters business. One for TV does 90 percent. "We use outside firms," Mailman says, "because it costs less than doing our own."

Stripped to its essentials this is what has made the Masters unit click in York. "That and hard work," says Mailman, "and lots of zeal . . . from everybody on the staff."

## Tight Organization

Everything else about the York pup store is tightly organized to foster the "best service and the best prices" program.

"We may not be pretty," Mailman will say, "but we have everything a customer wants." In the last analysis this suggests good buying and good selling.

Actually Mailman and one photographic and one paint and luggage buyer acquire stock anywhere in Pennsylvania. In its early days first-line manufacturers and distributors declined to trade directly with the store. Mostly goods came through secondary distributors. Today there are still holdouts here and there. But Mailman has been able to convince most suppliers it pays to deal with Masters.

"Most people like us now," says Mailman, "because we buy a lot and pay promptly."

As the better part of good merchandising, the volume buying gives the store a solid backup stock. "Because," says Mailman, "in this area you can't get on the phone and get stuff at the snap of your finger. You must have stock on hand."

Hence the warehouse addition. Integrated into the total store, an intercom connects store counters and warehouse, so that a shopper selecting an item from the counter can have a sealed carton immediately dropped at the front door for take-home. Goods move over this supply line in the proportion of about 70 percent of total store business in hard goods—majors, TV and electric appliances.

## Why Has The Store Clicked?

In the final analysis, the pup unit's success hinges on moving with the times. In a price era, it leads on price. At a time when service is also still important, it has retained basic services and courtesies to customers. It is simply applying mass merchandising techniques to a neighborhood-type operation. And it's doing it on a 9-to-9 basis, six days a week.

The hard work and know-how seems to be paying off—not only in the million-and-a-half-plus annual volume, but in a new Masters "pup" operation to open soon. Nobody knows where the "pup store that clicked" will stop.

End



**This \$500 package of a colored refrigerator and 30-inch range produced both volume and profit for Sacramento dealer Jay Kasperi. The promotion produced \$8,715 in range sales (at a gross profit of \$3,564) and proved that...**

## REFRIGERATORS CAN SELL RANGES

JAY KASPERI sold \$8,715 worth of ranges (at a gross profit of \$3,564) through a special refrigerator promotion.

At his store, Crescent Appliances, Sacramento, Calif., Kasperi converted prospects for \$129.50 used or \$259.95 new refrigerators into customers taking a \$500 package of new refrigerator and range—a deal that gave him a \$193.36 gross profit.

The key to the successful promotion was simple: low-cost color—low-cost pair.

A low-priced refrigerator, the Frigidaire D-11, was obtained on special order from the factory by Crescent Appliances and four other local Frigidaire dealers who buy and promote as the "Big 5". Of the 98 or so in the carload, Kasperi sold 55.

### Color Brought Add-On, Step-Up

While the low-cost D-11SPC (color promotion model) was a readily saleable refrigerator, Kasperi believed it had potential for even more volume for Crescent Appliances. So he paired it with the Frigidaire RD-38 range, a \$249 model already available in color. With the D-11SPC listing at \$259.95, the pair totalled \$508.95. To make a promotional package, he priced the pair at \$500 *with trade*. The D-11SPC cost Kasperi and the other dealers \$159.47, the RD-38 cost Kasperi \$147.17—providing him with a gross of \$193.36 on the pair, plus the value of any good trades taken.

Displayed prominently at Crescent Appliances, the

\$500 colored pair served several purposes for Jay Kasperi:

It moved 35 ranges at a time (spring of '58) when the range market was practically dead. It moved these ranges to people who had no intention of buying and no interest in looking at a new range when they went into Crescent Appliances. These sales came from Kasperi's methods of handling two types of prospects:

(1) New-refrigerator prospects interested in low and middle of the line models—or those limited to space-saving refrigerators. These couples were first sold on the value of having their new appliance in color. Then, prospects who decided on color—and those who decided against it because it would look odd in a kitchen with a white range—were given the full story of the \$500 pair. They were shown that for very little more (by extending the contract to 36 months) they could have both the colored refrigerator they liked and a brand new, modern, deluxe, 30-inch range in matching color.

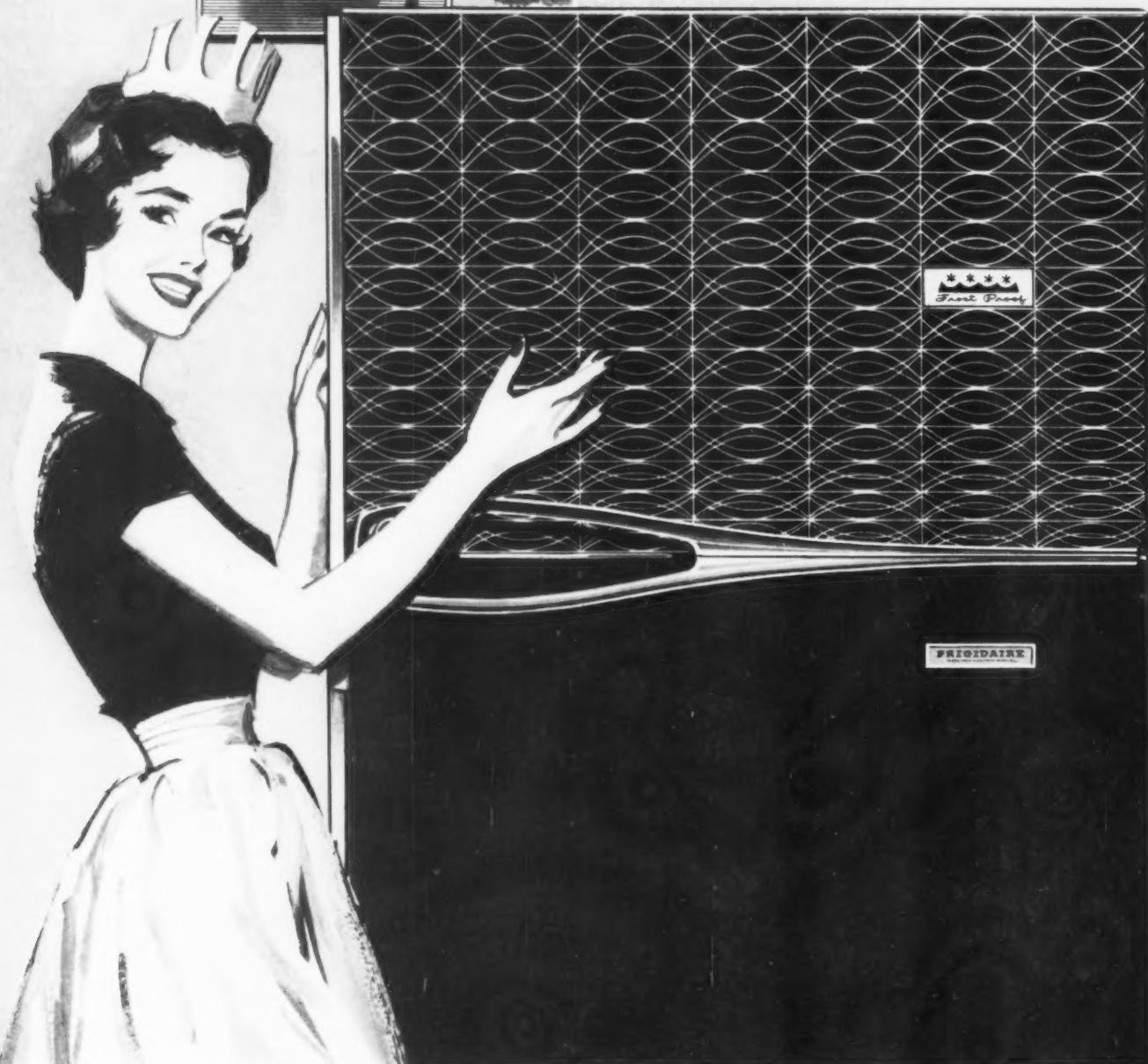
(2) Prospects for used refrigerators were naturals for the special package at Crescent Appliances. However,

*Continued on page 109*

1957--This is the Frigidaire "Sheer Look" that broke design barriers  
and has now been chosen as a modern design classic



1959--In step with a world design trend, new  
Frigidaire "Lacework Styling" makes the  
"Sheer Look" more feminine than ever



# Proud? You bet we are!

*(after all, we're only human)*

Top designers acclaim Frigidaire "Sheer Look" appliances among  
10 best-designed products of modern times

Frigidaire "Sheer Look" appliances have been named one of the ten best-designed products of modern times, in a poll of one-hundred leading designers conducted by the Institute of Design of the Illinois Institute of Technology.

Polling outstanding designers in offices and universities around the world, Illinois Tech compiled a list of one-hundred best-designed products ranging from easy-chairs to autos. Of these, Frigidaire was the only appliance line listed in the designers' "top ten."

#### **FILIGREE IS EVERYWHERE**

...from the beautiful, grillework facade of the magnificent U.S. pavilion at the Brussels World's Fair, filigree has swept into prominence in every field of design. Architects, textile designers, fashion experts all agree—the lacy beauty of filigree points a new trend towards elegance in its most modern form.

Universal  
interest  
in filigree  
design  
assures  
success  
of Frigidaire  
'59 styling

Again, Frigidaire leads the field with exciting new "Lacework Styling". It's something entirely new to appliance design. But we don't design Frigidaire products just to please the experts. The purpose is sales. Truly smart design makes Frigidaire an easier line for you to sell... and a pleasure for anyone to buy. That's why we say:



FRIGIDAIRE ADVANCED APPLIANCES - DESIGNED WITH YOU IN MIND

**They've been used by other dealers...  
will they work for you?**

# 50 WAYS TO SELL A TV SET

## 1. Try a Carload Sale . . . Even in a Small Town

There are only 1600 people in Molalla, Ore., and when the Ideal Food Market put 55 sets on display all at once the town was literally "overwhelmed"

WOULD you buy a carload of TV's and put them on display all at once, if you were a dealer in a town of 1,600 people?

It was done in July with great success by the Ideal Food Market, a full-line appliance-TV, food market and general merchandise store in Molalla, Ore. It is the most profitable promotion ever put on by partners John Tiffin and Harvey Burghardt.

"We just overwhelmed the people in this area," says Tiffin. "We put the whole carload, 55 Hoffman TV's, on the floor at once and advertised it as the 'biggest TV display in the Northwest'. It had everyone in the market area—about 6,000 people—talking about the big TV display at Ideal. What's more important, it has drawn so much attention to TV that a lot of people have begun to think about buying a set just because every-

one around has started talking about it."

Sales of TV began immediately. In the first two days, the store sold 13 sets—at an average price between \$300 and \$350, with average markup of 40 percent. No portables were sold, and only two table models. Trades were taken on half the sales, but to Ideal these are no problem because of a good used set market. The store, which handles Hoffman and Zenith TV, Columbia hi-fi, Norge, Revo and Zero-Frez, has its own service department.

Important in using this "impact" promotion in a small market, says Tiffin, was keeping away from price promotion. When the "biggest TV display in the Northwest" was advertised, no prices were mentioned.

Every set on the floor was tagged with the Hoffman suggested list price.

All emphasis was placed on the size of the display. Every sales person at Ideal talked "carload". When the heavy traffic, particularly in the food department, asked "why all the television?", clerks answered "its cheaper to buy by the carload. We can pass the savings on to you." Then the clerk would call over a salesman to talk with the curious customers."

"People who have passed by displays of two or three sets hundreds of times, have stopped when they saw 55 of them. To cite one particular case a man went home, came back with his wife, bought a TV set, a hi-fi and a Norge washer on the same contract," comments Tiffin.

1. A Carload Sale



3. A "Different" Premium



## 2

### Use Color To Sell Color

And the Salon of Music in Palm Beach, Fla., has found that this advice applies even to the invitations used for color demonstrations

**S**ALON of Music, a two-store Palm Beach, Fla., firm specializing in electronics, uses color to sell color. The invitations the store uses for color TV demonstrations feature a line drawing of a console with a reproduction of a color photograph pasted over the screen area.

Costing about 7¢ each (plus first class postage to mail), the big 5½ x 8 inch invitation cards were distributed last year in a

series of 12 100-piece mailings, each aimed at a selected prospect group (doctors, lawyers, architects, contractors, the "400.")

TV manager P. J. Darr, who came up with the idea, credits the eye-stopping cards with eliciting a 50 percent response in terms of demonstration attendance, phone calls or store visits by color prospects. Though tougher to pinpoint, sales results were reported very satisfactory.

## 3

### Offer a "Different" Premium . . . A Human Being

Towne Television in Norwalk, Conn., wanted more people to be aware of their services so they ran a unique "giveaway" contest

**I**F you have a fine reputation for reliability and dependability among your customers, how do you go about letting other prospects know about it?

Owners Don Quint and Sid Beck of Towne Television in Norwalk, Conn., attacked the problem this summer with humor. A New York ad agency, Merritt Advertising, created a series of six ads for the store. Two of these combined institutional messages with product listings and a third was strictly institutional. But to attract attention, the remaining three insertions were used to ballyhoo a unique giveaway in which Towne Television offered residents a chance to "Win Two Humans."

Entrants were told they could

win the services of "two Ivy League lackeys" for a day and that the "prizes" would do anything "you ask within the limits of the law, you rascal you." Anyone but "licensed sadists" could enter by completing in 37 words or less a statement on "I want to win two human beings because... The ad promised that the prizes would be on display in the store where customers could "see them walk, talk, light cigarettes, look sophisticated."

According to Quint, left in picture below, results of the promotion were encouraging. "We can't say we've sold many sets because of the ad but people are talking about us and that's what we hoped to accomplish."

## 4

### Show the Old To Sell the New

Display of old television sets at Wilbanks' in Montgomery, Ala., not only draws prospects for new sets but inquiries about buying the antiques

**P**ERIODIC window displays which contrast "the old and the new in television" has consistently proven the most effective type of TV window promotion at Wilbanks' in Montgomery, Alabama.

Manager Ted Sullivan uses a window display, like the one below left, whenever sales are slow in the big Alabama appliance dealership, and invariably finds that the contrast between the old and new will stop more traffic than any other type of window display.

The elderly radios, phonographs, and TV sets which go into each window display are ob-

tained through the trade-in and service department, which has reclaimed around a dozen sets primarily for such use. Included in the line-up are a number of old television sets, ornately-cabined radio phonographs, old fashioned portables, and even a graphonola or two.

A not-too-surprising result of such window displays is the fact that there are constant requests from interested passersby who want to buy one of the tiny-tube 1945-1946 TV sets. Wilbank's, however, carefully hangs on to these oldsters, which Sullivan believes will have increasingly better display value in the future.

## 5

### Torture Test Sells the Set

A. J. Williams Co., Fairfield, Ala., turned on a TV set in the window and let customers guess when it would fail—but the set was still going strong after 3200 hours of continuous use

**T**O point up the durability of key TV line, A. J. Williams Co., Fairfield, Ala., tried an endurance test.

A new Motorola table set was placed in the firm's window, its back sealed by the executive director of the local chamber of commerce, then turned on.

Fairfield residents were urged to guess the number of hours the set would operate continuously. Night shift policemen were requested to look in on the set every hour, and report any operational difficulties. To the

winner would go the set (overhauled); to the dealer, traffic and hundreds of leads for follow-up; to Motorola a reputation throughout the area for durability.

For the first three months, the company held advertising to newspaper space, then brought radio into the picture with invitations for guesses and registration by phone. One ironic drawback of an otherwise successful activity: in use the set had passed the 3200 hour mark and was still going strong as local consumer interest flagged. End

4. The Old Sells the New



5. Torture Test



# **Amana® PRE-SOLD COAST TO COAST by TWO TOP TV SHOWS**

REACHING THOUSANDS OF HOMES IN YOUR AREA



"The PETER LIND  
HAYES SHOW"

11:30 to 12:00 Noon Every Tuesday  
COAST to COAST...on ABC-TV

Tune in and see how Peter charms (and sells) the ladies. Here's the most relaxed, easy-going variety show on TV today. A showcase for top-notch guest stars. And a real showcase for Amana products—because it's packed with the hardest selling commercials that ever drove prospects into Amana retail outlets.

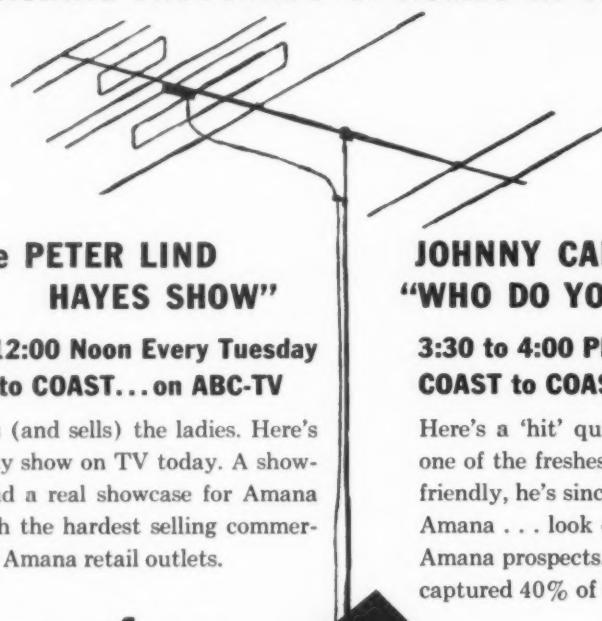
## **WHY NOT GET IN ON THIS *Amana***

### **SALES OPPORTUNITY...**

### **LOOK WHAT YOU GET!**

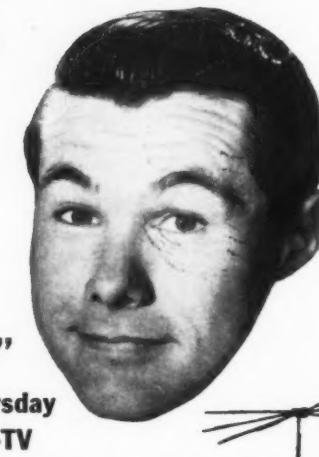
- You get the backing of not just one, but two top stars.
- You get two 30-minute national TV shows every week . . . one hour of 'hard sell' week after week.
- You get the morning audience! You get the afternoon audience! The beginning of the week! The end of the week!
- You get Commercials on every Amana product!
- AND EVERY COMMERCIAL TELLS HOMEMAKERS TO SEE THEIR AMANA DEALER!

**GET ON THE BANDWAGON NOW!  
SEE YOUR AMANA DISTRIBUTOR  
FOR DETAILS!**

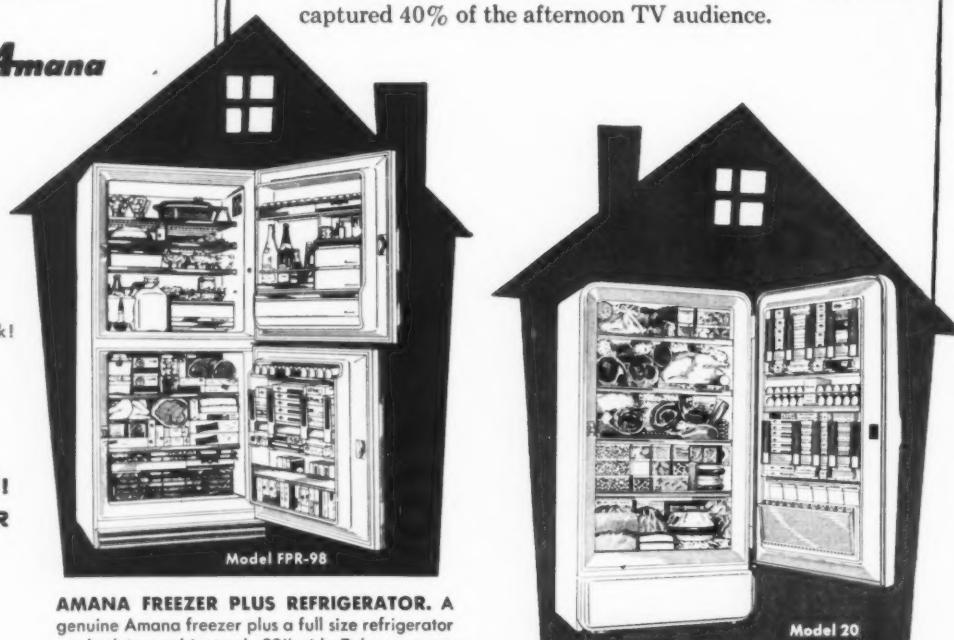


**JOHNNY CARSON in  
"WHO DO YOU TRUST?"**

3:30 to 4:00 PM Every Thursday  
COAST to COAST...on ABC-TV



Here's a 'hit' quiz show, with interesting contestants. Run by one of the freshest new faces in TV—Johnny Carson. Johnny is friendly, he's sincere, he's humorous—but when he starts selling Amana . . . look out. Look out for increased traffic and pre-sold Amana prospects. And lots of them, because Johnny has already captured 40% of the afternoon TV audience.



**AMANA FREEZER PLUS REFRIGERATOR.** A genuine Amana freezer plus a full size refrigerator . . . both in a cabinet only 32" wide. Takes no more room than an ordinary refrigerator. There's a size for every family.

**Model FPR-125** with an 11.6 cu. ft. refrigerator and 5.2 cu. ft. freezer.

**Model FPR-98** with an 8.7 cu. ft. refrigerator and 8.3 cu. ft. freezer.

**Model FPR-95** with an 8.7 cu. ft. refrigerator and 5.2 cu. ft. freezer.

**AMANA STOR-MOR FREEZER.** Guaranteed to outperform all others. Keeps food fresher, safer, longer. Exclusive Amana-Matic freezing—2½ times faster than ordinary freezing. Even "zero" temperature locks in flavor and nutritional values. Exclusive Stor-Mor door holds a whole month of meals. Available in a wide range of models.

**AMANA REFRIGERATION, INC., AMANA 16, IOWA**

World's Leading Manufacturers of Food Freezers—Also Producers of Freezer-Plus-Refrigerators.  
Deepfreeze Home Freezers • Room Air Conditioners • Central-System Air Conditioning • Dehumidifiers



**Young families  
are the big buyers  
of appliances  
in Chicago**



Your prime prospects for appliances are the young householders with growing families to bring up.

*In Chicago and suburbs the Sun-Times reaches more young men and women up to 35\* than any other Chicago newspaper.*

Your advertising—in full color or black and white—is sure to reach these “biggest buyers” when you run in the Sun-Times.

**Young families  
read the  
**CHICAGO SUN-TIMES**  
...more than any other paper**

\*Source: Publication Research Service Study No. 5

AN INDUSTRY  
FIRST! FOR SMALL  
UNVENTED ROOM  
HEATERS, RECESSED  
WALL HEATERS,  
THROUGH-THE-  
WALL HEATERS!

# New Honeywell line of low-priced controls



**For manual operation—C590 Gas Cock Pilotstat\***—with or without pressure regulator. You get dependable 3-position gas cock automatic pilot safety. And, as with all these Honeywell low-priced controls, the pressure regulator is located *properly* in the gas stream to provide maximum flexibility for all types of installation.

\*Trademark



**For self-contained thermostat operation,  
V5150—with or without pressure regulator.** Features snap-action remote bulb thermostat. The V5150 is specifically designed for lower capacity heaters, as is the complete line of controls illustrated. All contain Honeywell quality components; all are competitively priced.



**For wall-mounted thermostat operation,  
V8149—with or without pressure regulator.** This precision-engineered Honeywell gas control is operated by 24-volt wall-mounted thermostat (ideally, the T-86 Honeywell Round, world's most popular thermostat). All of Honeywell's low-priced controls can be easily serviced in the field.

## Honeywell



First in Control

*For complete information on Honeywell's low-priced line of heating appliance controls or Honeywell's complete control line, call your local Honeywell office. Or, write Honeywell, Dept. EM-3-35, Minneapolis 8, Minn.*

**Missing model numbers and coded prices are being used more and more frequently in today's market because**

## **There Are Some Things The Customer Shouldn't Know**

Here's how to develop the codes which will protect your operating secrets from the eyes of even the most experienced of shoppers

**P**RICE tags which disclose the actual selling price or the complete model number of a product are clay pigeons for the pad and pencil shopper floating through today's market in ever increasing numbers.

The reason is simple enough. The price-tagged merchandise ties a salesman's hands on products where each sale is "negotiated." And a model number is often enough to set even the best-intentioned customer off on an orgy of comparison shopping.

It's entirely possible, of course, that you're doing business in a market where price cutting and competitive shopping haven't become such highly developed arts. Even so, there is undoubtedly certain information you would like to make available to the salesman but not the customer. Here's the way codes are being used today to accomplish exactly that.

### **Why Hide The Price**

Final selling price is often arrived at through a process of negotiation with the customer. A tag bearing the actual selling price ties the salesman's hands at the very start in dealing with the customer who demands something off from the first price quoted.

Even if the tag bore the minimum selling price, the salesman would lose any chance of making a better deal with the occasional customer who can be classed as

neither shopper nor chiseler.

One solution is to tag merchandise with a slashed out list price and the words "See Salesman For Special Price." Another solution is to leave all merchandise completely unmarked. Either method enables the retail salesman to start with a free hand in the bargaining procedure while depriving the chiseler of a base from which to start his nibbling operation.

At the same time it is essential that the salesman be armed with cost price or minimum selling price or be able to tell same at a glance. This is possible through codes similar to those in everyday use in the great metropolitan cut price areas.

Location of the coded price is all important. It should be unobtrusively located, yet immediately seen by the salesman when showing a customer the merchandise. Best spot for the coded price on a price tag is in the lower right hand corner where the salesman will perceive it instantly. If no price tags are used, the coded price should be placed on a small piece of marking tape and stuck on a part of the appliance which the salesman will spot without undue neck twisting. The inside of the refrigerator door, underside of the washer lid, lower corner of the range back-guard, all are suitable.

### **How To Pick A Code**

The code itself must fit the double requirement of being too difficult for the

shopper or chiseler to unravel at a glance while permitting the salesman to rattle off a price with ease.

Simplest codes are those composed of numbers. Basic form is to take a cost price, say \$230, and to surround it with a clump of meaningless letters so that it might read NJY230Z. When the shopper grows in adeptness, the numbers might be reversed so that the code would appear as NJY032Z, clear enough to the salesman, yet Sanskrit to the outsider.

As the discount situation becomes more involved so does the code. After a while the coded cost price on the refrigerator will appear as N341Z. Can you crack it at a glance? Merely subtract the number 1 from each numeral and you come up with the familiar 230. Or take the following code used on a street swarming with shoppers, Z 0-8-05. If you add the 1st, 2nd, and 4th digits (zero always counting as ten) and then tuck on the 3rd digit, you again arrive at 230. Simple for you, hieroglyphics for the sharp shooting customer.

Ultimate in codes are the lettered ones used today in the most fiercely competitive

*Continued on page 88*

### **ABOUT THE AUTHOR**

This is not a staff-written article. It was written by a salesman for a New York City appliance store. Only someone actually selling day in and day out in the highly competitive New York area could speak authoritatively on coding price tags. For obvious reasons, the author wishes to remain unidentified.



**It's two o'clock in the morning in Studio City, Calif., but the streets are jammed . . .**

**. . . and in the stores the city's retailers are doing a rushing business, all because . . .**

## A "Mad Midnight"

# Sale Pulls 100,000 Customers

Dealers in half a dozen California cities used a three-hour midnight sale to lick last summer's recession—but the same idea could be used any time a retailing community wants to build traffic . . . and sales

. . . a woman paid spot cash for a washer-dryer combination, and quibbled not a moment over the price-tag.

. . . another wrote out a check-in-full for a new refrigerator . . . and nearly forgot to give her name and address.

. . . still another took a TV console though, at that hour—2:30 a.m.—there wasn't a demonstrable station on the air.

In three hours' time, Studio City, Calif. appliance dealer Cliff Swanson toted up nine major appliance sales, a gross of more than \$1000 an hour.

And the three hours were between midnight and 3 a.m.

Studio City's pioneering, recession-breaking "Mad Midnight" sale was just that and more: (1) it broke through the recession barrier, pulled townspeople out of the buying doldrums; (2) it has sparked continued buying . . . and community confidence; (3) it cut a pattern which as profitably fits your community—and your appliance operation—as Swanson's.

During three after-midnight hours (midnight to 3 a.m.), 100,000 lookers and

buyers jammed the town's three retailing blocks, streamed by the hundreds into Swanson's, bought scores of appliances big and small, racked up \$3000 in sales . . . and, shocked out of their recession doldrums, have continued to buy, booming grosses as much as 50 percent.

### A Question Started It

The idea—applicable in any retailing community and at almost any time—began with a simple question.

"Why not an after-midnight sale?"

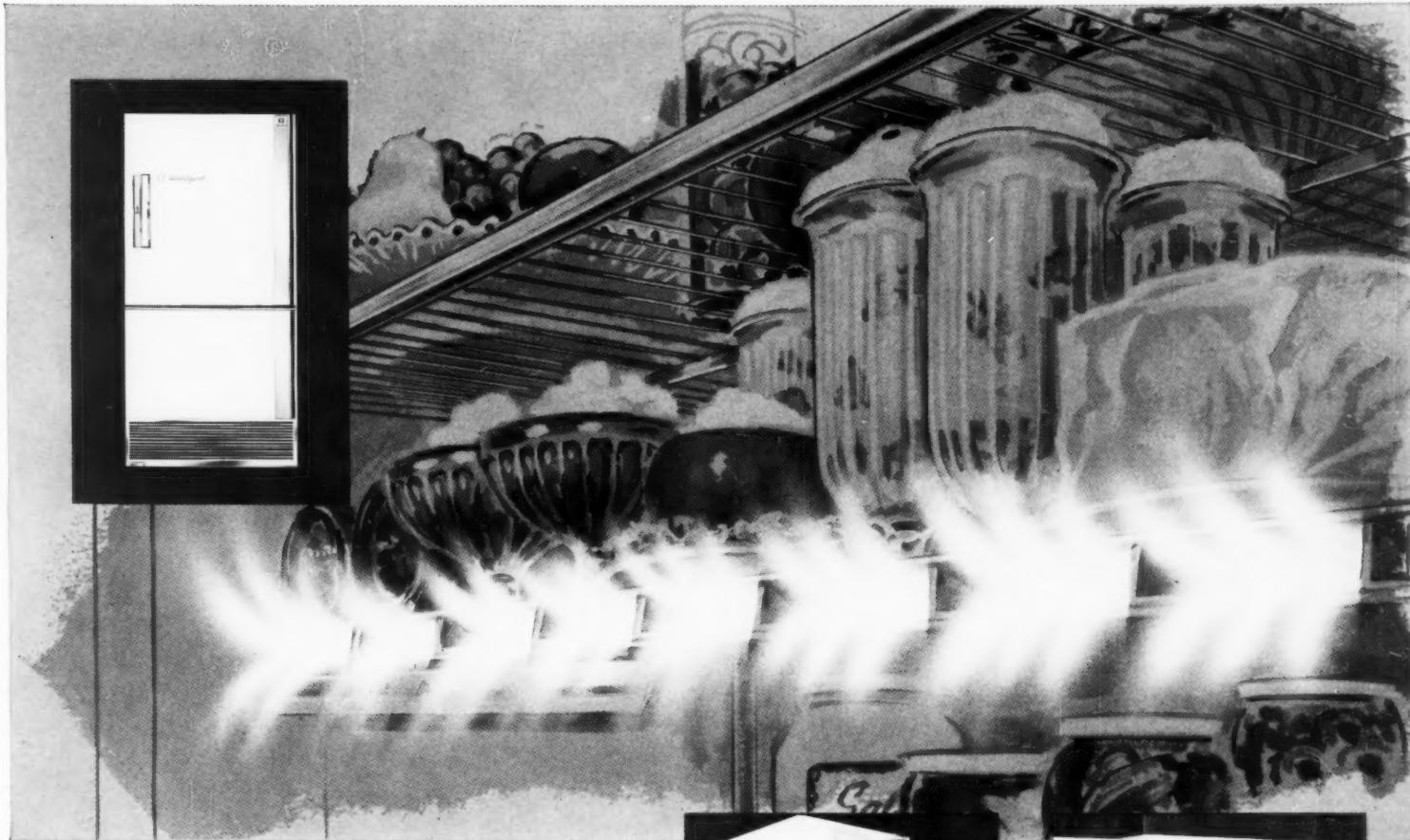
In Studio City last summer it was asked in desperation. For retail sales were down sharply (an average 25 percent, with some reporting business more than a third off). Yet bank accounts were bulging. The trouble, agreed Swanson and 147 fellow retailers, was in large part psychological. Infected with reces-

*Continued on page 87*



NOW!...ONLY IN AN RCA WHIRLPOOL...EXCLUSIVE JET-COLD<sup>†</sup> SHELF

# chills food faster!



## Look!...there's more to tell, more to sell in an RCA WHIRLPOOL

Never before have you been able to offer so many new, practical food-keeping conveniences plus the excellent quality and luxurious design that women want! New Jet-Cold Shelf quick-chills food and beverages three ways at once. New Active-Cold Meat Chest keeps meat "country-fresh". New Activated-Cold Air Purifying System helps retard bacterial growth and prevent premature food deterioration. New flush-hinge doors swing open within cabinet width. Other features include jumbo twin crispers . . . automatic ice maker . . . glide-out freezer shelf . . . toe-touch freezer door opener . . . and many other exciting sales features!

<sup>†</sup>Tmk.



New, exclusive magnetic door gasket...no latches

It provides a tight positive seal all around, "locks" cold in. Doors open instantly with just a slight outside pull or inside push.

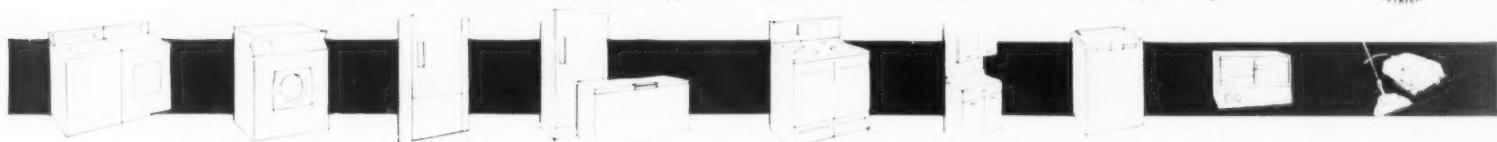
New flat-back design for flush installation

Sell the wanted built-in look as never before! Fits flush with back wall, sides and cabinet fronts. No coils or tubing protrude anywhere.



## Whirlpool REFRIGERATOR-FREEZERS

RCA WHIRLPOOL...America's first family of home appliances...products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks, etc., and RCA authorized by trademark owner, Radio Corporation of America





## New easy way to get in the **Whirlpool** kitchens

Here's how you can now get a share of the big profitable kitchen business without fuss, bother or an expensive planning staff! That's right, planning is no longer a stumbling block to getting into this rich market. Now, with RCA WHIRLPOOL kitchens, you can offer customers a new, complete kitchen custom-designed specifically for them (and you) by the staff of "LIVING FOR YOUNG HOMEMAKERS".

Imagine the sales power you'll have! The experts of this leading magazine will completely plan your customers' kitchens to meet their needs. Color sketches, floor plans, material lists will all be supplied. They

\* Tmk

will be beautiful kitchens with everything . . . appliances and cabinets . . . color-matched and design-coordinated. They will be convenient kitchens, for you can offer such advantages as RCA WHIRLPOOL refrigerator-freezer with automatic ice maker; 2-cycle dishwasher with Filter-Stream\* action; built-in barbecue oven; self-setting washer and matching dryer; plus many more.

RCA WHIRLPOOL kitchens will be profitable business for you. Ordering is simplified . . . kitchen planning problems are eliminated . . . because you get everything, gas or electric appliances, cabinets and planning from one source. Get all the facts today!

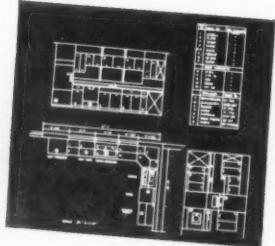
Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

RCA WHIRLPOOL... America's first family of home appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



# rich kitchen business with and planning service



**Look what your prospect gets  
with her magazine-designed kitchen!**

Complete visualization of an individually-planned kitchen which includes: (1) a beautiful perspective rendering of the kitchen in either full color or black and white, (2) a detailed floor plan and elevations, (3) a complete bill of material for the equipment.

**Kitchen Sales Division  
Whirlpool Corporation, St. Joseph, Michigan**

Please send me complete information on the new  
RCA WHIRLPOOL kitchens and appliances.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

FIRM ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

EM-3

**Everything for the modern kitchen with  
one brand name...RCA WHIRLPOOL.  
Mail coupon for complete details!**

CHECK AND COMPARE WITH ANY PORTABLE...

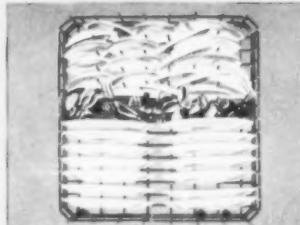
# no other dishwasher CAN EQUAL ALL THESE 8 BASIC FEATURES



## ✓ CAPACITY

Imagine, a 24" portable dishwasher that holds over 12 NEMA place settings . . . greater capacity than found in most built-in dishwashers!

CHECK YOUR COMPETITION



## ✓ LOADING EASE

Exclusive "Random-Loading" and Roll 'N Load\* racks provide maximum loading ease. It's almost impossible to load it incorrectly!

CHECK YOUR COMPETITION



## ✓ OPERATING EASE

One automatic dial does it all; provides a normal wash cycle, a short wash cycle, exclusive Ready-Rinse\* and a plate-warming period. Easiest ever!

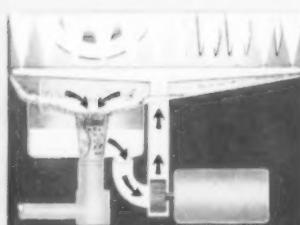
CHECK YOUR COMPETITION



## ✓ POTS AND PANS

Large platters, pots and pans can be washed without having to remove the top rack—a real plus made possible by exclusive Roll 'N Load rack.

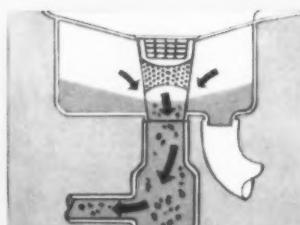
CHECK YOUR COMPETITION



## ✓ PREPARING EASE

Exclusive, Filter-Stream\* system eliminates tedious scraping and pre-rinsing . . . constantly filters wash and rinse water!

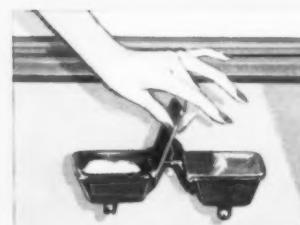
CHECK YOUR COMPETITION



## ✓ SELF-CLEANING

An RCA WHIRLPOOL eliminates the muss of cleaning a filter—the filter cleans itself after each wash and rinse cycle . . . no work to it!

CHECK YOUR COMPETITION



## ✓ TWO WASHES

Two dispensers automatically inject detergent into each of the two separate washing periods to get dishes spotlessly clean. They dry spotless too!

CHECK YOUR COMPETITION



## ✓ CLEANABILITY

Scientific tests on 7 leading brands proved that the new RCA WHIRLPOOL washes dishes cleaner than any other model on the market!

CHECK YOUR COMPETITION

NEW  **Whirlpool** DISHWASHER

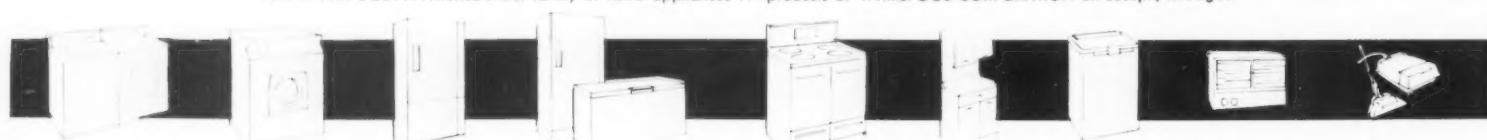
gives you more to tell, more to sell!

You're the judge . . . all we want you to do is compare this all-new RCA WHIRLPOOL portable dishwasher with *any* other brand portable. Compare it against the above 8 main features women want in dishwashers. And look at these *PLUS* features . . . giant silverware basket, super-quiet operation, built-in heater and ventless drying. Call your RCA WHIRLPOOL distributor today!

\*Tmks.



RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks, age, and RCA authorized by trademark owner Radio Corporation of America



**Kaukauna, Wis., dealer Dave Hartjes, right, will sell 35 to 40 young couples like this two appliances apiece this year. He caters to young people because he has discovered that . . .**



**Every payday one or the other of the engaged couple comes in to make a payment on the layaway merchandise, which is usually paid for before the wedding day. These visits also give Hartjes a chance to suggest other purchases.**

## **Engaged Couples Buy Two At A Time**

By KEN WARNER

**D**AVE Hartjes of Hartjes Electric Co., Kaukauna, Wis., will sell 75 or 80 major appliances to a very special market-within-a-market this year. By catering to young people about to get married, Hartjes picks off two-at-a-time sales that are "solid," in his words. In fact, the only sale that's better is green cash on the barrelhead, in Hartjes' opinion.

Of course, in most cases, the young couples' purchases have to be stored for maybe six months, and the money collected during that time. But there seems to be magic in the words "free layaway," and, Hartjes guesses, in the thought of buying things for "our home." At any rate, sales come in with little effort, except on the sales floor.

The only "merchandising" Hartjes Electric does toward this market is a small "Planning to Marry?" slug put in many

of his regular ads, along with a list of Hartjes' terms as they apply to the merchandise shown. This, and the normal contacts a live-wire merchant makes in a small town, are all it takes.

Interestingly, all such sales follow a pattern: customers are 19 to 21 years old; they usually buy a range and a refrigerator; about one out of four couples become repeat customers soon. In ranges, most of Hartjes' young customers buy in the \$240-\$300 bracket; they spend \$299-\$359 for refrigerators. Very often, Hartjes gets a string of identical sales—the same range, the same refrigerator.

There's one thing about finding and selling this market that makes it tough to break into, according to Dave Hartjes: Once the engagement hits the local newspaper, it's too late—it's almost as if purchases clinch the matrimonial deal. *End*

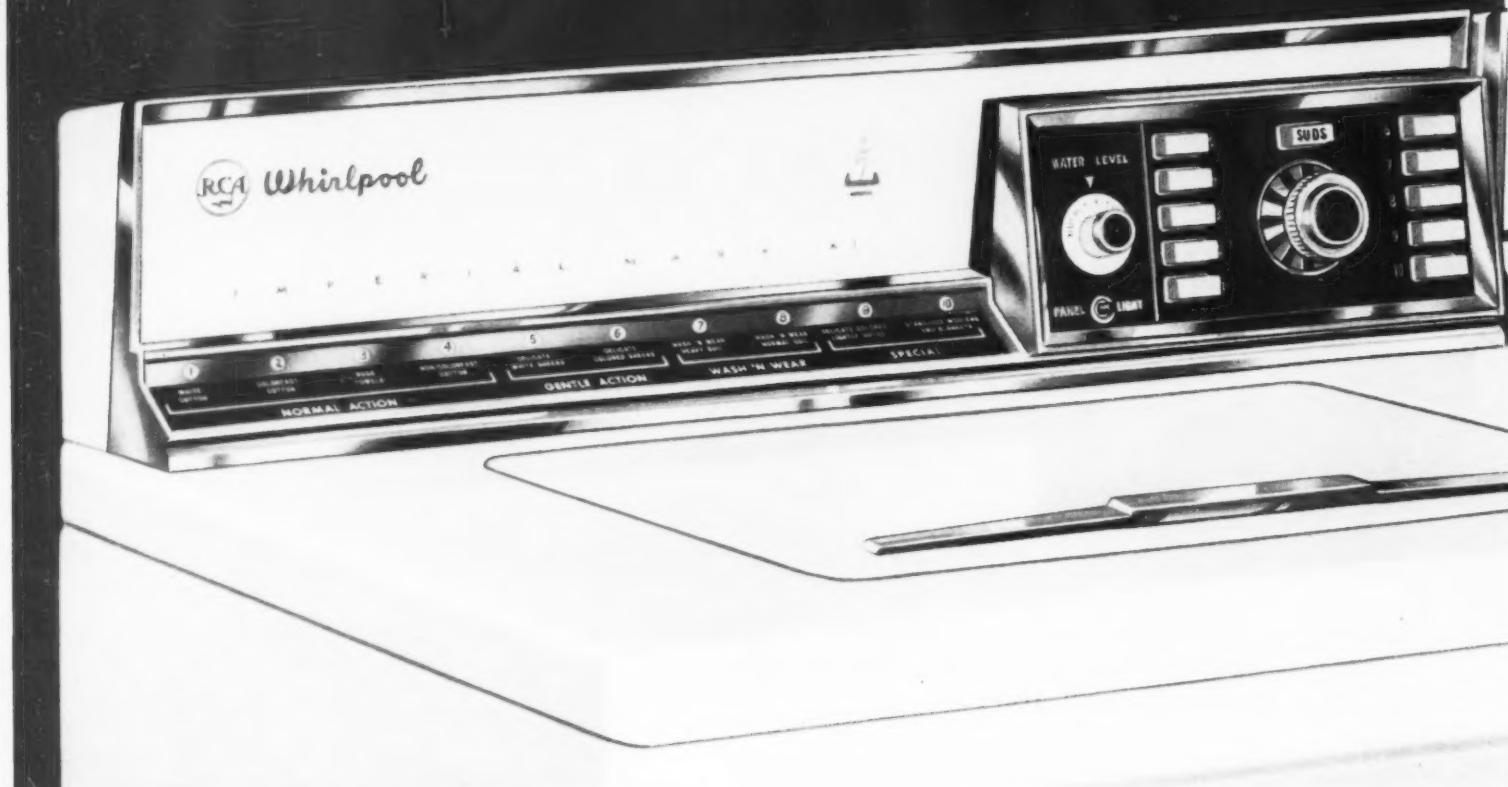
**T**wo at a time, the appliances go out to the couple when they set up housekeeping. Hartjes sometimes stores them for nine months, then delivers them after testing. No couple has ever tried to back out of sale.



**THERE'S MORE TO TELL, MORE TO SELL**



**Whirlpool**



**SO AUTOMATIC... they're**

- Choice of cycles... complete flexibility for washing any fabric.
- Built-in Lint Filter works full time even on partial loads.
- Wrinkle-free washing of wash 'n wear garments.
- Suds-Miser® suds return system saves hot water, soap.
- Built-in rinse dispenser automatically injects conditioner.
- Infinite water level selector saves water on partial loads.

**SO SIMPLE TO WASH!**

Just press a button and this amazing washer sets itself to thoroughly... perfectly... safely wash and damp dry any fabric from husky duds to filmy sheers. Guesswork's gone!

The advantages of this self-setting washer and the public acceptance of the RCA WHIRLPOOL brand name will make this the most-wanted automatic in 1959. It's the washer that gives you *more to tell... more to sell!*

**Get back to profitable selling with  
the line that gives you complete step-up selling power!  
There's a model for every need...every budget.**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

**See your RCA WHIRLPOOL distributor today for details!**

IN THE NEW, 1959

# WASHERS AND DRYERS



# even self-setting!

- 8 cycles for safe, "tailored" drying of any fabric.
- Wrinkle-free drying of wash 'n wear garments.
- Moisture Mindert shuts off dryer at "dry enough".
- Ultra-violet lamp for "sunshine fragrance".
- Scientific air circulation of tempered heat. No hot spots.
- Flexible setting to damp dry clothes for ironing.

+ Tmk.

## SO EASY TO DRY!

Just select the cycle and this versatile dryer sets the correct drying heat . . . drying and cooling-fluffing time . . . and shuts itself off when clothes are "dry enough".

Wash 'n Wears dry wrinkle-free . . . and you can give other items the particular care you want, such as air-fluffing of bedding . . . or damp-drying of clothes for ironing. No other dryer gives you so much *more to tell . . . more to sell!*

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



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**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**





#### EVEN IN PHOENIX

## "Snow" In June Sells 2,112 Freezers

**The snowballs were fakes but the results were real enough when 39 Arizona appliance dealers, 11 distributors and two power companies came up with an imaginative freezer promotion.**

**I**N only four weeks, 39 appliance dealers in Arizona boosted freezer sales from a disappointing low of 894 sold during June of 1957, to 2,112 during June of 1958.

Spark-plugging such an impressive increase was a clever combination of a drawing contest for both the public and appliance dealer salesmen, a giveaway of 1,932 New York cut 10 ounce steaks, a barrage of imitation snowballs dropped from helicopters, "cheesecake", and equally colorful stunts.

All were wrapped up in the "Snowballs in June" drive which the Appliance Merchandisers' Association, with headquarters in Phoenix, staged from June 1 to June 28. The "Snowballs in June" contest was cooperatively staged by 11 distributors, 39 dealers, the Arizona Public Service Company, and the Salt River Power District. As the program operated, some 4,500 inches of newspaper advertising was used to invite residents in key Arizona cities to visit the nearest participating dealer, and draw for 1,932 U.S. choice New York cut steaks offered as drawing prizes. Entrants simply picked a light-weight foam plastic snowball from the freezer compartments of refrigerator-freezer combinations or home freezers, and drew out a tiny paper slip, inserted in a slit inside of the snowball. Those drawing the lucky numbers then filled out a form and sent it into AMA headquarters

for later award of the steaks by the dealer concerned. In order to literally blanket the cities involved, the AMA, under the direction of Bill Jones, secretary, invested in several thousand snowballs, which were distributed by dealer salesmen of the utilities concerned. The snowballs, at 7¢ each, proved ideal for two types of showmanship.

To insure plenty of motivation for the "Snowballs in June" program, awards were set up for salesmen who were particularly successful in getting dealer cooperation. Each residential salesman who got a dealer to fill up a food freezer with snowballs, attend a kick-off meeting prior to the campaign and posted banners, etc., received a \$1.00 "spiff". Dealers who ran newspaper ads, hooked up at the freezers for demonstration, and made use of a home service demonstrator furnished by Arizona Public Service, received another \$3.00.

The program was split up into four weeks with 322 steaks awarded through the 39 dealers each week. Interested housewives could pick a snowball from a freezer once a week for the four weeks to multiply chances of winning. All of the steaks, incidentally, bought at a cost of \$400, were shipped to participating dealers for award to the winners, directly from their display home freezers. The steaks were delivered after the close of the campaign and, as

**Freezers filled with "snowballs" provided an imaginative focal point for successful "Snowballs in June" freezer promotion run by Arizona Appliance Merchandisers Assn. Consumer interest was created by giveaway of packages of six steaks to customers who drew winning snowballs from freezers on dealer floors.**

**Snowball theme permitted unusual publicity stunts, including this one in which 1000 plastic snowballs were dropped from helicopter onto 11 junior baseball fields. Slips inside the snowballs entitled winners to free passes to baseball game or three pints of ice cream. The "snowball drop" jammed the baseball fields with an estimated 20,000 youngsters and drew heavy newspaper coverage.**



each winner's name was turned in, it was incorporated into general contest ads and publicity slips were sent to newspapers serving the area in which the winner lives.

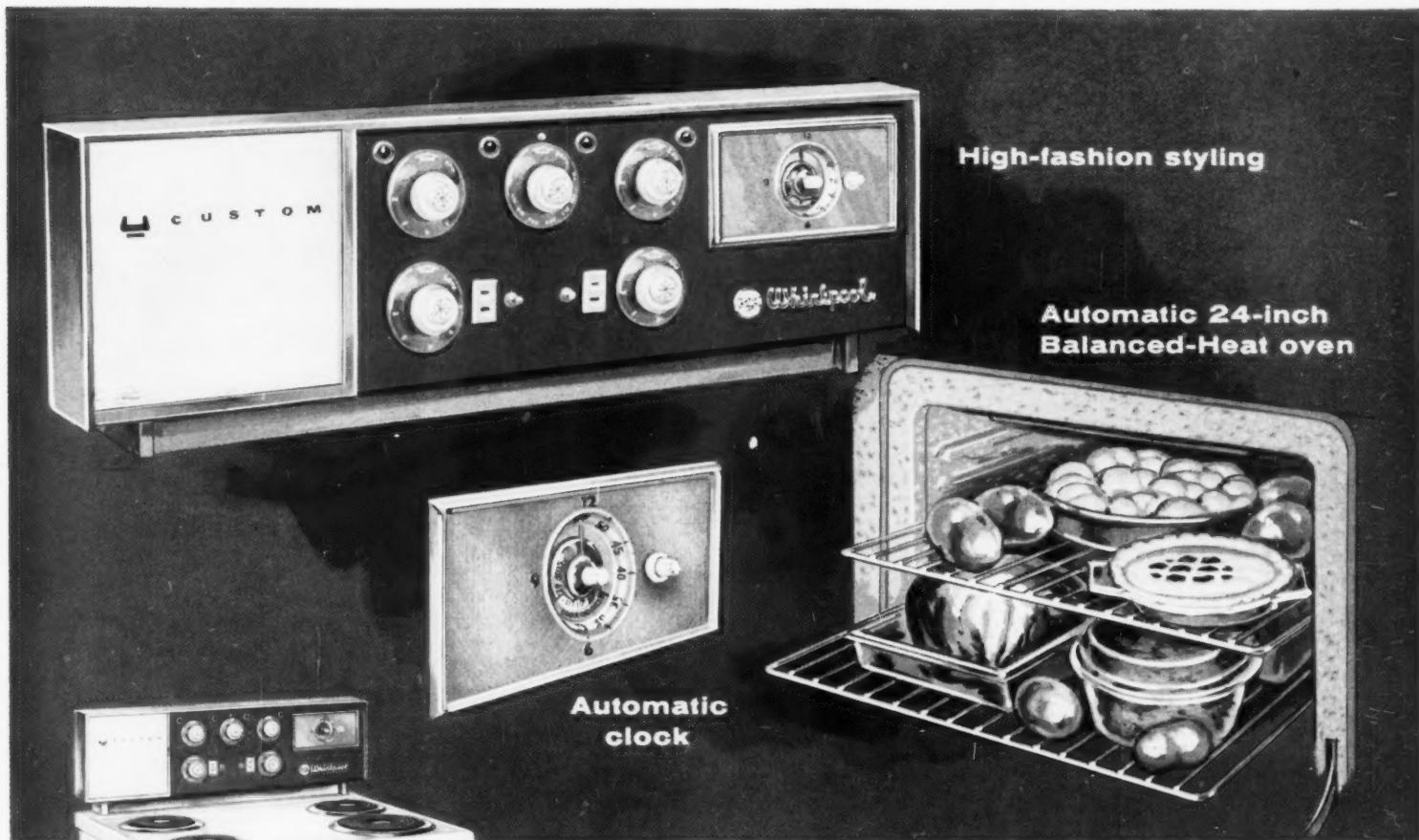
To "keep the snowball rolling" dealer salesmen, likewise, benefited from a contest within a contest. Every salesman in each store was invited to fill out a "Snowball Draw" coupon for every combination refrigerator-freezer or home freezer sold, and drew one snowball from the dealer's refrigerator freezer compartment. Using the last digit on a numbered slip in the snowball, the salesman received from 50¢ to \$5.00 commission on the sale.

The 39 dealers in the metropolitan area paid either \$15 for participation in the snowball program or \$10.00 depending upon their location outside Phoenix, in outlying communities. Each, in return, got the benefits of the 4,500 inch newspaper program, a "kick-off breakfast" with a shapely model drawing from registration slips for a package of six steaks for the winning dealer.

The unique program, financed primarily by the utilities, cost the appliance dealer concerned a remarkably low \$296.48 and literally "boomed" home freezer sales to an all-time state record. Along with the 2,112 freezers and refrigerator-freezer combinations sold, dealers reported similar pick up in room coolers, standard refrigerators, and even television. *End*

MORE AUTOMATIC FEATURES, MORE STYLING AND IT'S

# priced to move fast!



here's the 30"  
electric range  
that gives you  
more to tell,  
more to sell!

E-372

Although lavish in looks, automatic cooking features and quality, this new RCA WHIRLPOOL 30" electric range is modestly priced for volume sales! It has the good margin you want and the advanced cooking features women want . . . automatic clock times oven and one appliance outlet . . . big, full-width 24" Balanced-Heat oven . . . easy-to-clean countersunk top . . . thin Jetube units that heat up faster and swing up for quick cleaning . . . full-width storage drawer . . . Radiant-Heat smokeless broiler . . . exclusive Dispos-A-Bowl<sup>†</sup> and more! Call your RCA WHIRLPOOL distributor about this profitable sales-maker!

TMK.



## Whirlpool 30" ELECTRIC RANGE

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks, etc., and RCA authorized by trademark owner Radio Corporation of America

# merchandising

No matter what you're selling, it's the IDEA that counts

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## DISTRIBUTOR-DEALER TEAMWORK: "Capitalize On Trading-Stamps"

There is an excellent opportunity for the appliance dealer in the frequent "trading stamp wars" which flare up occasionally in most areas. That, at least, is the opinion of Don Thompson, sales promotion manager for Western Appliance Corporation in Denver, Colo.

Western Appliance keeps a close eye on the current stamp situation in Denver, looking particularly for those big, competitive advertising programs which attempt to woo more customers with "double stamp days," "extra stamps on specific merchandise," etc. Whenever there is a stamp battle of this sort going on,

Western helps its dealers to cash in on the situation.

**THE IDEAL TIME:** Right then and there is the time to use stamps as an extra incentive to buy appliances, or television sets, Thompson thinks. The consumer who carefully schedules his shopping days to take advantage of double stamp days, and similar offers, will give much more thought to a similar appliance offer which uses huge numbers of stamps as a premium. Typical of Western Appliance Corporation's experience was a month-long promotion for Bragdon's Appliance

Co. When a stamp war came along the distributor bought stamp books in sufficient quantities to allow Bragdon's to offer 10,000 trading stamps with the purchase of a sale priced television set at \$199.95. Since the 10,000 stamps amounted to a little more than eight stamp books, enough to pick up some of the more valuable premiums offered by stamp redemption centers the offer was a sensational "hit." Within a space of only four days Bragdon's sold 21 TV sets, one third of them without trade-ins, to break all previous records for a similar period of time.

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## SPACE SALE: Promotional Theme for Today

A 34 hour space sale, featuring "blast-off" prices on "down-to-earth" products was the theme of a recent promotion held by Beaverdale Radio Appliance Co., Des Moines, Iowa. Space, outer space, as opposed to warehouse lack of space, was the theme of the sale.

**SIMPLE PREPARATIONS:** Brac's, as the store is known in the area, is an old hand at 34 hour sales, since the store has

managed to conduct one on an average of every six weeks since 1936. The store is geared to open such sales at 8 am on Friday morning remaining open all that night and until 6 pm Saturday evening. TV and radio were used as the principal medium of advertising in Brac's recent space sale. A rear projected picture of a planet and stars formed the background for the 25 TV spots used in the promotion, while "Ships from Outer Space are

Landing at Brac's for Tremendous Values" provided atmosphere for radio spots.

Brac's considers any number of reasons (Mother's Day, the advantageous purchase of a truck load lot, or similar event) sufficient excuse for holding a 34 hour sale. So successful have these sales been for the store that during the first year they were held six of them accounted for 18 percent of the store's business. And this pattern has held firm.

---

## CLOCK RADIOS: Team Them with Television

Nine out of ten television customers at City Electric Co., Boulder, Colo., ask the salesman why a row of clock radios is suspended on a shelf directly above the store's console TV display row. For City Electric it's a welcome question which has enabled them to increase clock radio sales by an average of one-third during each of the past two years, most of them to new TV purchasers.

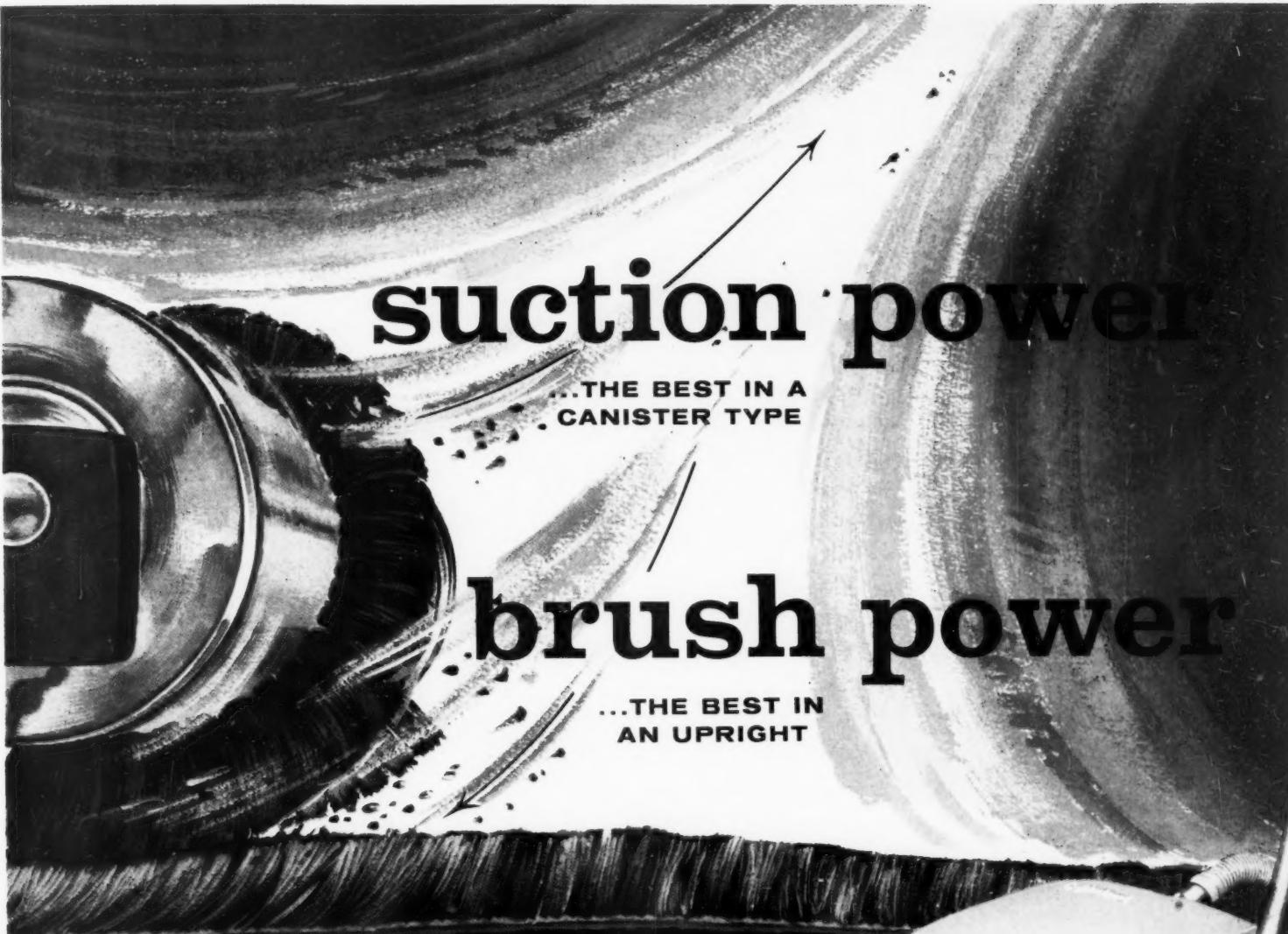
**WHY IT WORKS:** The gimmick which has been so successful for Tom Soll, appliance department manager, is to demonstrate that a clock radio has a lot of re-

lated usefulness to a television set. Soll points out to the television prospect that, "lots of people like to lie in bed and watch late programs, but very few of them who have the TV-in-bed habit like to get up at the end of the program and turn the set off." Many of those to whom Soll's remarks are directed admit that many times they've gone to sleep leaving the set going through the night, and the idea of setting a clock radio to turn the set off automatically appeals to them.

**OTHER REASONS TOO:** Soll isn't discouraged if the prospect is not in the

habit of watching television from his bed. He quickly points out that the clock radio is just as useful to turn the television set on automatically after the dinner hour, at predetermined times during the day so that the housewife may hear the news while busy with household tasks, etc. Some of Soll's selling points may not be strong enough to sell the prospect who is budgeting funds for his new television set, but in those cases where the customer is more interested in performance and luxury than in economy the chances of selling a clock radio too is an excellent one.

*End*



# suction power

...THE BEST IN A  
CANISTER TYPE

# brush power

...THE BEST IN  
AN UPRIGHT

An RCA WHIRLPOOL combines the **BEST OF BOTH**  
in one unit to give you more to tell, more to sell

Here's a cleaner with tremendous sales appeal. Now . . . in one unit you have the powerful suction action and versatility of a canister type PLUS the rug cleaning ability of an upright's motor-driven brush. With an RCA WHIRLPOOL, you can offer your customers all the advantages of *both* types of cleaning systems in one unit.

But, that's not all. It's beautifully designed and sturdily built. It's so light and easy to carry. It's less than ankle-high so motor-driven nozzle will glide under low furniture. It's compact to store in less space in a closet, on a shelf, even under a bed. It has a built-in compartment for attachments. And, it has other cleaning conveniences women want . . . *get back to profitable selling, see your RCA WHIRLPOOL distributor!*



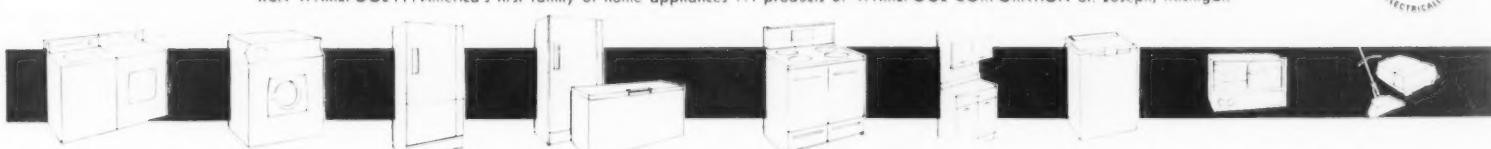
The Imperial  
Mark XII Cleaner

The FIRST canister  
type with an electric  
motor-driven  
brush!



## Whirlpool HOME CLEANING SYSTEM

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

# idea digest

Showmanship can become one of your most successful business builders, and the cheapest. All that's needed is a good idea and the initiative to carry through—like the five dealers below have



**Building traffic.** Jim Webb of Krueger Hardware, Neenah, Wisc., installs an "exclusive" Sans Souci model of Hotpoint's refrigerator line in his window. The Sans Souci featured a diagonal candy-stripe paint job, and gave Webb the opportunity of offering passersby candy-stripe ice cream to eat while being given a pitch on less unusual merchandise. After the event, the water paint stripe job was washed off, making the Sans Souci one of the shortest lived specials in the business. While it lasted though it was a genuine trafficstopper on a busy street.

A sidewalk sale has been the best single promotion each year for A. J. Williams Co., Fairfield, Ala. It has worked so well that the whole town has adopted the idea and promotes a "sidewalk sale" each year. The advantage of this "inside-out" selling is that it gives the store a chance to move floor samples and used merchandise. Bargain hunters, reluctant to enter store interior, are not so timid about shopping the appliances placed on sidewalk, especially since items are plainly marked.

**Don Rice, a Columbus Ohio dealer** has a yearly scheme that really pays off. For one month each year this brings Rice at least \$10,000 in extra sales, an extra 8,000 prospects, and a reputation for community service. All of this benefits Don's Westgate Electric Co., at absolutely no extra cost. The scheme is Ohio's annual license plate sale. Day after day, for 25 or more working days, hundreds of potential appliance prospects line up in the store to buy their plates. The line snakes through Rice's traffic appliance and radio departments where each car owner is exposed to the merchandise. Two other features help the plan along. All major appliances and television are clearly marked with sale tags throughout the month, and car owners are encouraged to register absolutely free for the appliance of their choice in a drawing held at the end of the month. This latter plan give Rice a mailing list and a prospect list indicating the appliance the participant next wants.

## Why be satisfied...

WITH ONLY 95% DISCOUNT ON YOUR RECORD PURCHASES\*

### "NATIONAL" ELECTRIC CENTER

31, AUTOMOBILE ROW

OFFERS YOU ON SATURDAY,  
AUGUST 23rd, FROM 4 - 5 P.M.

### 110% Discount

ON YOUR PURCHASE OF ONE NEW 12" RECORD, WHICH HAS JUST ARRIVED.

\*  
ONLY ONE RECORD TO CUSTOMER  
NO EXCHANGE OR NO RETURN

FIRST COME • FIRST SERVED  
AT YOUR FAVORITE STORE: THE

### "NATIONAL" ELECTRIC CENTER

31, AUTOMOBILE ROW



**When competitors** in Panama started offering records at discounts of up to 85 percent, the National Electric Center countered with ads offering "110 percent discounts." The offer applied to a limited stock of low-priced LP records which the store had on an exclusive basis. Each customer received not only a free record but a business card with a dime taped to it. Immediately after the sale the Electric Center restored prices to their regular level "without encountering any problems".

**Territorial salesmen** in the Connecticut Light and Power Company's Bristol district recently took to the road in the company's "Prospecting for Profits" water heater sales campaign. Armed with an old fashioned tea-kettle the salesman asked prospects if their old kettle was worth \$10 toward a modern water heater. Prospects were then shown a fully automatic water heater in the salesman's station wagon. The boys report they have taken in lots of old tea kettles.





**ANOTHER EXCLUSIVE FOR**

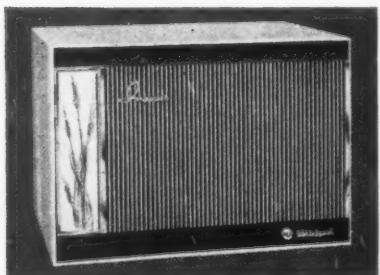
**RCA** **Whirlpool**

**AIR CONDITIONER DEALERS**

*Free 5-day  
Vacation in Miami*

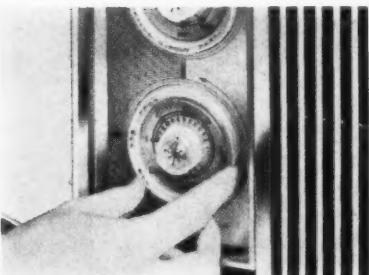
**at the Carillon Hotel  
...the newest, most luxurious  
on the Beach!**

**AND, RCA WHIRLPOOL AIR CONDITIONERS GIVE YOU  
more to tell, more to sell!**



#### Decorator Styling

Here's beauty with a purpose. The exclusive, illuminated "Picture Panel", covering the controls, is changeable to suit the room decor. It can also be used as a convenient night light.



#### Humidity Control

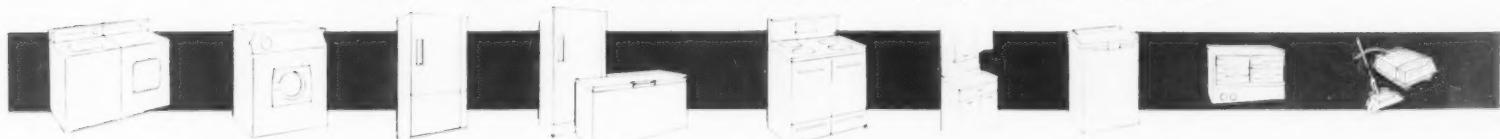
Now, you can offer *individualized* control of humidity as well as temperature. Entirely separate, this exclusive feature will maintain the humidity selected for truly complete comfort.

More beauty . . . more conveniences . . . more automatic comfort . . . *more salability* in every way is yours in the strikingly new line of RCA WHIRLPOOL air conditioners. Look at all the "most wanted" features in this one line . . . exquisite styling and beauty with illuminated "Picture Panel" . . . 2-in-1 simplified controls . . . "whisper-quiet" operation . . . selective humidity control . . . draft-free air circulation . . . automatic volume selection . . . and Weather Sealed cabinet that permits year around use. *Every* RCA WHIRLPOOL model is a complete conditioner . . . it brings in fresh air, exhausts, filters, circulates and dehumidifies. Best of all, you have a model to satisfy every need . . . every pocketbook . . . every installation. In the complete line are models from 1-hp. to 2-hp., for window or through-the-wall installation, including a lo-amp, plug-in model.

Here, truly, is the most salable line going . . . join up today!

**Hurry! Hurry! Learn how you can have an  
expense-free vacation...see your RCA WHIRLPOOL distributor.**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks: RCA and RCA authorized by trademark owner Radio Corporation of America



# I'm Still Learning The Kitchen Business

STORY STARTS ON PAGE 45

**Detailing also saves you money after the order is signed.  
We have learned to carry it well beyond the signed proposal.**

You've had this happen: you're 80 percent through the job when Mr. Jones discovers "Wouldn't it be possible, Mr. Murphy, in that little space in the corner to add a broom closet?"

What he doesn't know is that it is a special cabinet, it will delay the job completion—and your final payment—for six weeks. You can't talk him out of it. So next morning he gets an addendum in the mail saying Murphy Electric agrees to do so and so and gives the additional cost. He has to sign this before the work is started.

Addenda like that help head off requests for little odd jobs that he feels are easy to knock out. What he does not realize is that they cost subcontractors' time, re-jockeying of tight schedules, and again, delay in payment of that final third of the bill where your profit lies.

We now write down every change that's suggested, too. We used to forget discussed changes occasionally, but the customer never did. And going back on a re-do is the most costly of all experiences.

**We've long since given up looking for a single, magic, universal contract. Every job is too different.**

But we're learning a positive approach there which is helping. We simply say as nicely as possible that the customer must understand that he pays extra for everything that is not in the original proposal. We go through the whole thing with the father, and impress him—in case the mother is off on cloud nine—with the nuts and bolts of installation. And we impress them both with "Please read this proposal very carefully. It is a conditional sales contract which means JUST what it says."

**You've heard "analyze your market . . . figure out who the customers you want are and plan a campaign to reach them . . ." You should do just that.**

That's a tough one. In ten years we're still trying to figure the magic combination there. We list the type of customers we want and types get so numerous that advertising campaigns tailored to each become impossible.

Here's an example of how we're still learning and learning by mistakes. We couldn't determine a specific enough picture of the customer we did want so we turned and tried it another way: to picture the customer we did NOT want. We thought that was the answer. Eliminate the low low end customer and peg our advertising at the high end.

We thought we were pretty good at that. We also pegged our floor approach to the high end and our displays. But we found that we were showing and pitching the Cadillac stuff so hard that if the customer for the Pontiac came in we pitched the Cadillac so hard they forgot about the Pontiac. Also, however, they could not afford the Cadillac and they went home with no kitchen at all.

So right now we're in a dilemma. We still do NOT want the shopper. We don't want to beam our advertising through price. But we were missing the price market. It is there. We did not want to go at them through ads for fear we'd injure this high end image we'd been building for ten years of newspaper promotion.

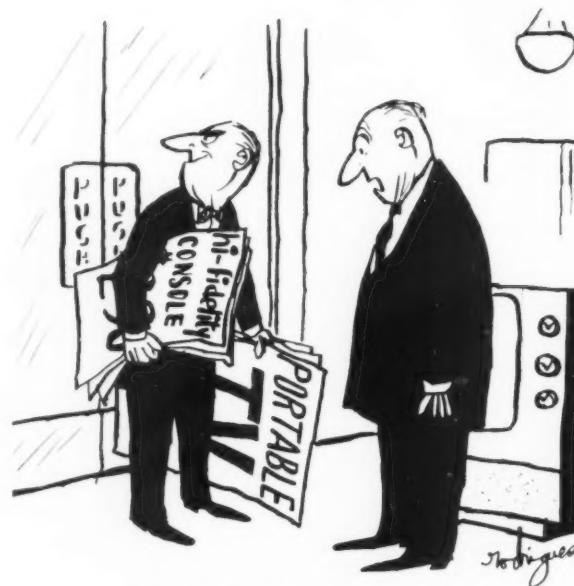
But we might catch them on the floor. So we took two steps. Two steps down. One the four-foot wood kitchen: counter top, sink, sink cabinet, two wall cabinets and hardware. We can buy these for \$75. In the rougher markets they sell for as low as \$105 to \$125. We still get \$175 and \$199—NOT including installation. It is extra or they install it themselves.

We're developing now a middle range display in the \$500 to \$1000 category for the floor—to catch the Pontiac customers: counter top, sink, oven, range top, one or two special 50 percent cabinets.

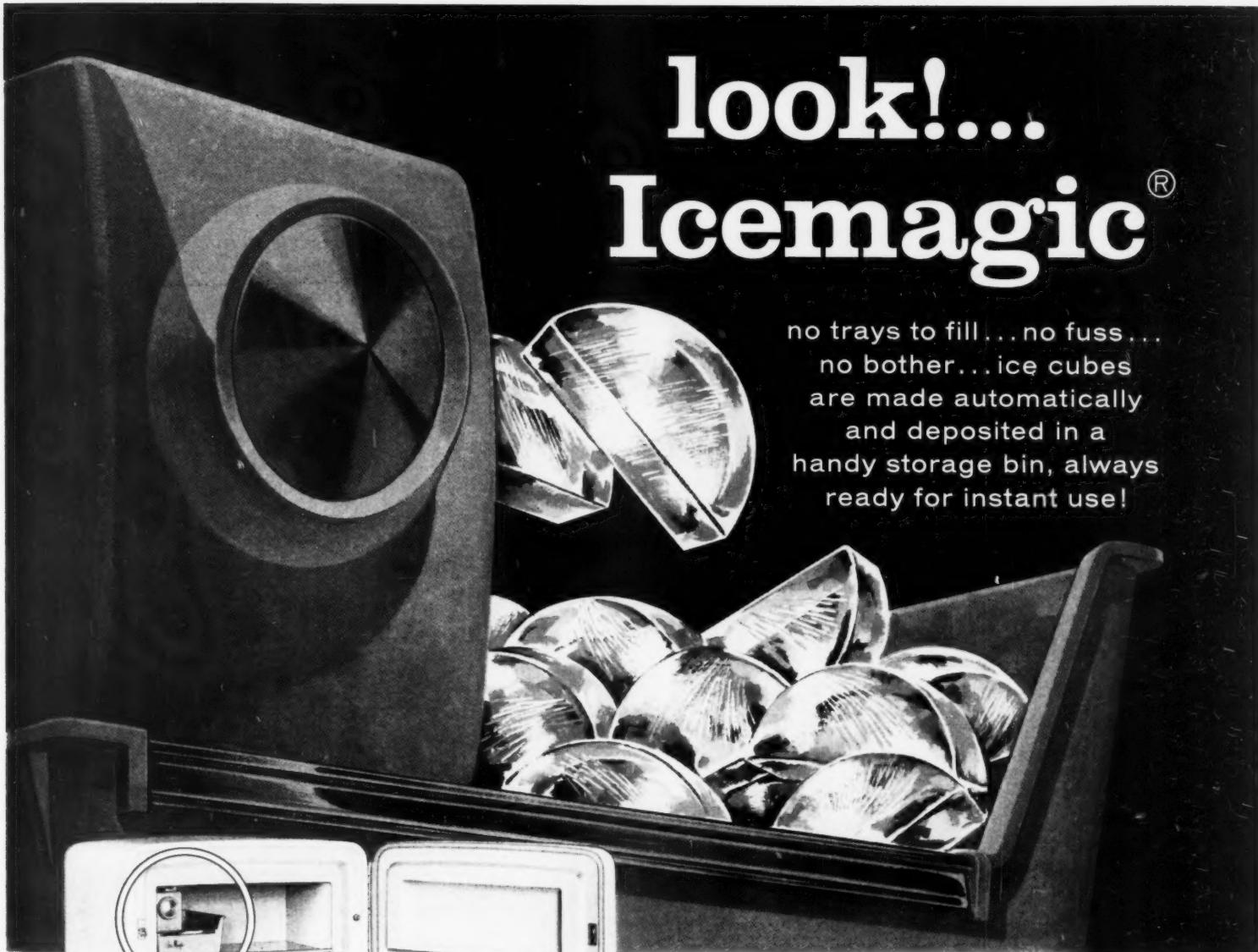
On the floor we can handle three markets. But the problem is how do you reach all three levels in the paper without getting into trouble.

If you have any ideas you might pass them along to me. I'd be glad to get them.

**Like I said in the beginning. I'm still learning the kitchen business.**



"GOOD HEAVENS, BENTLEY . . . I ONLY WANTED YOU TO MAKE A FEW MENTAL NOTES ON THEIR PRICES."



# look!... Icemagic®

no trays to fill . . . no fuss . . .  
no bother . . . ice cubes  
are made automatically  
and deposited in a  
handy storage bin, always  
ready for instant use!



**MORE TO TELL,  
MORE TO SELL**



**Whirlpool**  
**GAS REFRIGERATORS**  
give you a new sales opportunity!

You sell an exclusive product when you sell RCA WHIRLPOOL gas refrigerators . . . and in a great and growing market. Also, with an RCA WHIRLPOOL, you have features that sell . . . fully-tested Icemagic . . . permanently silent operation . . . constant cold . . . glide-out shelves . . . illuminated freezer compartment . . . and longer-life dependability because a tiny gas flame does all the work. Don't miss out on this profitable opportunity. Call your RCA WHIRLPOOL distributor.

RCA WHIRLPOOL . . . America's first family of gas appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers

• Washer-Dryer Combination

• Refrigerators

Ranges

• Built-in Ovens & Surface Units

• Kitchen Cabinets

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

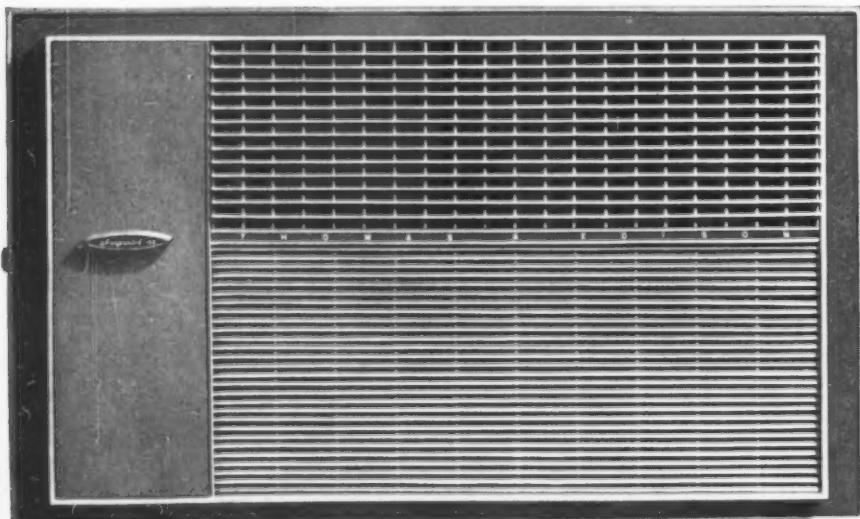


## Worthy of his name

The right to produce any product bearing the Thomas A. Edison name is not one that can be bought, but must be earned. It is in full knowledge of this responsibility that we here present the first home comfort appliances to merit this privilege.

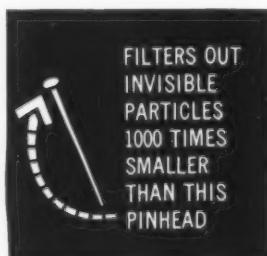
# Superb New Sales-Makers

## Thomas A. Edison Room Air Conditioners!



### matchless **LECTROFILTER**

Exclusive electrostatic principle collects up to 95% of the invisible dust and pollen! It's the most efficient room air conditioner filter ever built. Gives you a sales advantage with hay fever and health buyers others can't touch!



### Certified Customer Confidence!

Your sales job is made easier because *the name tells the quality*. Buyers will know instantly here is superior performance . . . outstanding features . . . careful engineering and workmanship.

Even so, prices of these room air conditioners are competitive with any comparable models in the industry.

The new Thomas A. Edison line features models for every type of customer and installation. All incorporate a long list of conspicuous sales features and user advantages.

**Imperial Series** (shown at left)—For those who want the finest. Exclusive LECTROFILTER standard equipment. In 1,  $1\frac{1}{2}$ , 2,  $2\frac{1}{2}$  H.P. models.

**Deluxe Series**—For those who want quality at a lower cost. In 1,  $1\frac{1}{2}$ , 2 H.P. sizes.

**Compact Models**—Only 15" deep, fits small 25" openings, mounts flush. Three 1 H.P. models.

**$\frac{1}{2}$  H.P. Portable**—Ideal for bedrooms. Weighs only 65 lbs. Fits any standard window.

**Reverse Cycle Models**—Available in 1,  $1\frac{1}{2}$ , 2,  $2\frac{1}{2}$  H.P. models.

Inquiry is invited from Appliance Dealers and Distributors who appreciate the unusual value in this franchise.

Coolerator Division  
Department AE-3  
McGraw-Edison Company, Albion, Michigan

Please send complete information on the Thomas A. Edison Room Air Conditioner Franchise:       Distributor       Retailer

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## COOLERATOR® DIVISION

Albion, Michigan

**McGRAW-EDISON  
COMPANY**



BEAUTIFUL NEW **ROPER** GAS RANGES



*Exquisitely Styled  
for Milady*

From sparkling ultra-modern back panel to distinctive trim-line hardware, Roper for '59 is delightfully feminine. Soft charcoal and brilliant chrome accents blend harmoniously to provide the ultimate in functional beauty. For faster sales, display Roper prominently. Ask about a profitable Roper franchise.

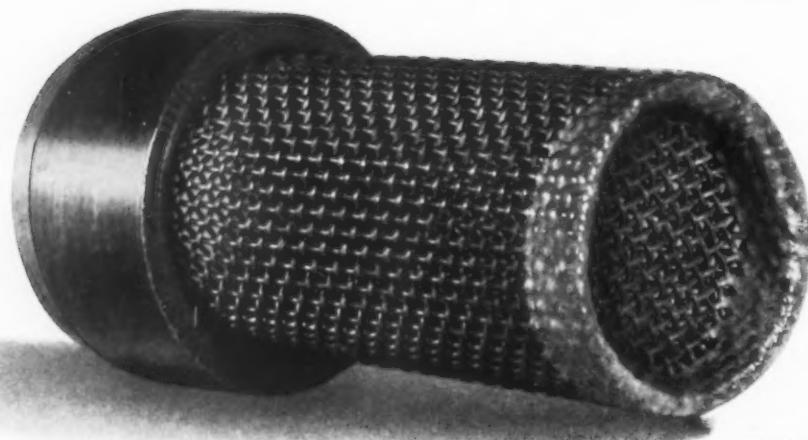
**Built to Gold Star  
Quality Standards**



**GEO. D. ROPER SALES CORP.**

A Subsidiary of Geo. D. Roper Corporation  
Kankakee, Illinois

WRITE DEPT. EM FOR COMPLETE INFORMATION



Shown 3 times actual size

## You just never know when you'll need a No. 82332 cone-type refrigerant screen for a 1921 Frigidaire refrigerator!

After all, Frigidaire appliances are built to last, and there are still some 1921 Frigidaire refrigerators in daily operation. That's the nice part about the Frigidaire parts and accessories program—there are no orphan products in the line—even parts like this refrigerant screen are available through every District Parts Office across the country. A phone call speeds it on its way.

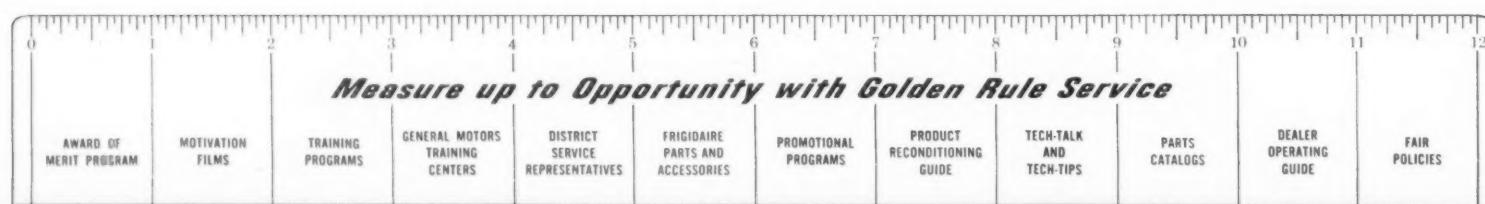
A complete Frigidaire parts and accessories catalog is available to help you order—for stock or for those special jobs. It lists more than 30,000 replacement parts and accessories—including such items as the Spatter-Free Broiler Grills, Rotisseries, Ice Ejectors, Quickube Ice Trays, and Polishes. Call or write your Factory Branch or Distributor Office listed on the next page.



**Proven formula for  
gleaming bright appliances  
and smiling customers**

Use this specially formulated Frigidaire Surface Renewer as the finishing touch on appliance service calls . . . prolong the factory-fresh beauty of refrigerators and other enameled surfaces. Customers will appreciate this extra service and you'll like the extra profits that come your way when homemakers ask for the same kind of cleaner-polish you use.

# FRIGIDAIRE



## Golden Rule Service

# MAD MIDNIGHT SALE

STORY STARTS ON PAGE 68

sionitis, people simply weren't buying. Break the mental block and they would.

And the "Mad Midnight" sale did just that.

One hundred thousand milling, jostling, gay-as-Mardi-Gras shoppers (many of them "new faces" and new accounts) jammed the streets. Thirty-five traffic officers had to be rushed to the scene of buying (like Swanson, the police hadn't figured that anybody would show up . . . despite the promised hoop-de-la).

During the first ten minutes, Swanson's giveaways—250 bottles of sample perfume—were exhausted. So was his supply of free coffee and sandwiches. But nobody seemed to mind. They just kept buying . . . as though at fingertip were the last washer-dryer combination, refrigerator, range and TV console in the U. S.

## The Sales Spread

"After Midnight" sales have done even better for local merchants—and appliance dealers—in other communities which, quick to latch onto the spectacular, followed Studio City on the wee-hours sales route.

In Downey, Calif. (pop. 98,000) appliance dealer Elton Wallar sold 11 major appliances as 150,000 jammed the shopping district during the midnight to 3 a.m. hoop-de-la, rang Wallar's Furniture and Appliance's cash-register to the

tune of nearly \$1500 an hour. "And," enthuses Wallar, "things were almost as good the following week. Significantly, they were still good a month afterwards."

In San Fernando, Calif. (pop. 16,000), "Mad-Midnight" buyers, 135,000 strong, stormed through Lee's Furniture-Appliances, bought as much in three nocturnal hours as Lee's normally sells in a week. What's more, the buying spree set-off a continued merchandising run on local stores and especially on appliances.

In Huntington Park, Calif., B. L. Russell & Co., sold \$5200 worth of major appliances in three hours' time as 150,000 buyers, from as far distant as 20 miles, jammed local stores.

A miracle? Not at all. Studio City's after-midnight retail jamboree, complete with pretty girls, klieg lights and carnival fanfare—was well plotted and as skillfully executed.

## How It Was Done

In an emergency meeting, Studio City's retailers—appliance dealer Swanson among them—agreed to fund a merchandising war chest.

Each retailer taxed himself, paid into the war chest \$3 per front foot (none paid more than \$200).

Additionally, each agreed to back whatever merchandising idea was staged with an inch-per-front-foot of advertising in

the communities local newspapers.

With a total 4000-ft. frontage, even so modest a per-retailer contribution would swell the promotion chest to \$12,000, assure 4000-inches of advertising come any big idea. Such lineage, it was calculated, would guarantee 16-pages of promotional ads in local papers . . . enough for each of the area's four papers to carry a 3-4 page section. And enough, too, to pull their editors squarely behind any big-time sales promotion.

(Of the \$12,000 raised from front-footage, only about \$3000 went to back the Mad Midnight event. The rest was earmarked for other slam-bang promotions and for Christmas lighting.

Behind the after-midnight premise lay sound reasoning: customers, inured to "sales" (no matter how high-flown), have grown skeptical of the threadbare and usual. Sober-sided retailing is blasé.

## Formula for a "Mad Midnight"

The "Mad Midnight" formula: the sale should be staged (1) on a Saturday night, when people are "out on the town" and looking both for fun—and bargains; (2) it must offer some markdowns, enough to entice, though wholesale price cutting isn't necessary. Free doughnuts and coffee are enough; (3) it requires more than newspaper advertising to rile a community into a buying mood.

It was the 90-minute TV send-off—the visual pitch ending at the stroke of midnight just as stores opened—that packed them into downtown.

Studio City retailers—Swanson among them—pitched in cooperatively. Fourteen local merchants took \$150 segments of TV time (total bill: \$2100) on local KCOP. Retailers bought an entire 90-minute late-hour show. Swanson—like the others (1) bought a segment; (2) wrote his own copy; (3) appeared as his own pitchman—to save paying an announcer.

To keep nocturnal buyers in a spending mood, Studio City's Swanson served doughnuts and coffee. A service station offered free car washes (1200 cars lined up for sudsing). A square-dance caller and guitar band kept things lively in the streets. In San Fernando, a record shop got rid of 25,000 discs at cut-rate prices. A camera shop hired scantily clad models to pose for flicker fans. And in Downey, car dealers contributed three used cars . . . as giveaways. End



## The right part at the right time is just one advantage of FRIGIDAIRE GOLDEN RULE SERVICE

From District parts inventory to the Award of Merit Program; from General Motors Training Centers to Dealer Operating Guides—the service assistance you get from Frigidaire is designed to enable you to serve your customers the way *you* would want to be served. For information on any phase of Golden Rule Service or genuine Frigidaire parts, call or write:

### FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.

2995 E. Ponce de Leon Ave., Decatur, Ga

BALTIMORE-WASHINGTON

2315 Cecil Ave., Baltimore 18, Md.

BOSTON 15, MASS., 25 Blandford St.

BUFFALO 2, N. Y., 1018 Main St.

CHARLOTTE 1, N. C., P. O. Box 1192

CHICAGO 51, ILL., 1200 N. Homan Ave.

CLEVELAND 14, OHIO, 1729 E. 22nd St.

DAYTON 19, OHIO

P. O. Box 597, Far Hills Station

DENVER 4, COLO., 215 Wazee Market

DETROIT 28, MICH., 13940 Tireman Ave.

FORT WORTH 7, TEXAS, P. O. Box 3847

KANSAS CITY 16, MO.

1534 Burlington St., North Kansas City

LOS ANGELES 58, CALIF.

P. O. Box 58314, Vernon Branch

MINNEAPOLIS-ST. PAUL, MINN.

233 University Ave., S. E.

Minneapolis 14, Minn.

NEW ORLEANS 19, LA., 4141 Bienville St.

NEW YORK 19, N. Y., 1775 Broadway

OAKLAND 8, CALIF., 1250 53rd St.

PHILADELPHIA 24, PA.

500 E. Hunting Park Ave.

PITTSBURGH 6, PA., 248-50 S. Euclid Ave.

PORTLAND 9, ORE., 1035 N. W. 14th Ave.

ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

### FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS

W. G. Walz Co., 500 San Francisco St.

HAGERSTOWN, MD.

Potomac Edison Co., 55 E. Washington St.

HOUSTON 2, TEXAS

Cox & Blackburn, Inc., 2301 Commerce Ave.

INDIANAPOLIS 2, IND.

Refrigerating Equipment Co.

900 N. Senate Ave.

LOUISVILLE 1, KY.

Smith Distributing Co., P. O. Box 1495

MEMPHIS 3, TENN.

McGregor's Inc., 1071 Union Ave.

MIAMI 36, FLA.

Domestic Refrigeration Co., Inc.

134 N. W. Third Ave.

OMAHA 8, NEB.

Major Appliance Co., 1101 Jackson St.

ROCHESTER 4, N. Y.

Chapin-Owen Co., Inc., 205 St. Paul St.

SALT LAKE CITY 11, UTAH

W. H. Bintz Co., P. O. Box 1350

SAN ANTONIO 6, TEXAS

Straus-Frank Co., P. O. Box 600

SIOUX CITY 2, IOWA

D. K. Baxter Co., P. O. Box 1707

SPOKANE 1, WASH.

Sunset Electric Co., North 703 Division St.

SYRACUSE 1, N. Y.

Onondaga Supply Co., Inc.

344 West Genesee St.

TAMPA 2, FLA.

Byars-Forgy, Inc., 105 Twiggs St.

TORONTO, CANADA

Frigidaire Products of Canada, Ltd.

1901 Eglinton Avenue, E.

Scarborough, Ont., Can.

**FRIGIDAIRE**

Backed by General Motors  
Frigidaire Service Department, Dayton 1, Ohio

# Arvin

**NEW!**

## ALL-IN-ONE STEREO PHONOGRAPH WITH DETACHABLE WING SPEAKERS



### ARVIN QUALITY FEATURES

- Two 6" detachable matched speakers
- Four watts power output
- 4-speed intermix automatic changer
- Dual sapphire stylus stereo cartridge
- Two 10-foot detachable interconnecting cables
- Tone and volume controls on both channels simultaneously
- Stereo balance control for equalizing volume level—wherever speakers are placed
- Handsome charcoal gray pyroxylin fabric on wood cabinet

\*Prices slightly higher for West and South

**Arvin makes stereo easier to sell  
by making it**

### EASIER TO USE, EASIER TO AFFORD

At a spectacular low price, ARVIN offers the latest development in hi-fi stereo phonograph design—one space-saving, wing-speaker unit that provides the utmost in convenience, versatility, economy.

Two hinged speakers swing out from the handsome cabinet which houses the dual-channel amplifier, turntable and controls. Just swing the speakers outward (no other connection needed) for instant "close-up," stereo record playing; extend either speaker up to 10 feet from main unit; or extend both speakers up to 10 feet on both sides by flexible cable.

These three connection arrangements allow unlimited variations of speaker placement in large or small rooms—for perfect stereo listening by any number of people.

No other phonograph offers such easy, wide-range adaptability—plus top quality—at so low a price!

**8 OTHER SUPERB ARVIN  
PORTABLE PHONOGRAPHS**

**\$34.95 to \$119.95\***

## You HEAR as if you're THERE!



Electronics and Appliances Division • Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also manufactures Home Radios, Portable Electric Heaters,  
Electric Fans, Car Heaters, Ironing Tables, Leisure Furniture and Barbecue Grills

### There Are Things

STORY STARTS ON PAGE 67

areas which swarm with catalog sellers, bargain hunters, and horse traders. The lettered code is set up by picking a word or words totaling exactly ten letters. GREAT KINDS is one currently in use by a large city chain. A number value is assigned to each letter in the key words: G(1) R(2) E(3) A(4) T(5) K(6) I(7) N(8) D(9) S(0). Thus our old friend 230 appears as RES. Complicated as they may appear, these codes are in common use and the salesman, out of self preservation, becomes proficient in their use.

#### Hide Those Model Numbers

A word must be said about the headache of clearly marked model numbers. In a discount area, the presence of a model number on an item is enough to start even the best intentioned customer on an orgy of shopping. Consequently, it is often expedient not to show model numbers on the merchandise, even going as far as to remove any literature which may show the number.

#### Don't Show Price Lists

To discourage shopping, it is best not to be led into showing the customer catalogues, price lists or price indexes, where the very mention of a model number is grist in the mill of the comparison shopper.

The same vigilance must be maintained even after a sale is written up to safeguard it until merchandise is delivered. With the chronic attitude of "seeing what the guy across the street

*Continued on page 98.*

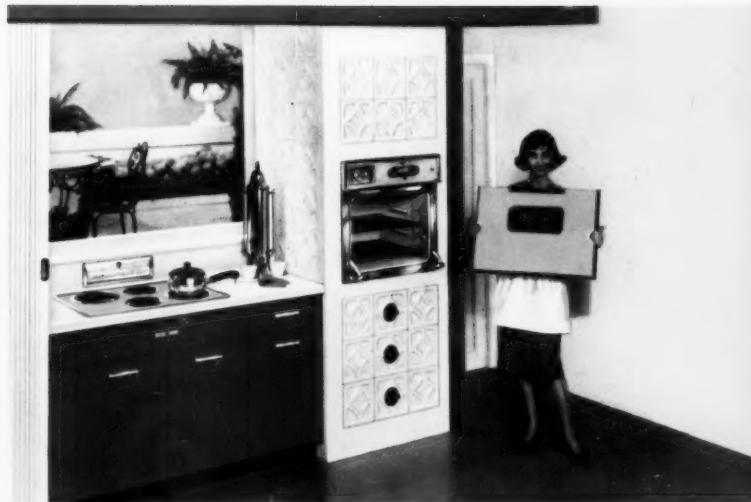


Designed for the kitchen dealer...built-ins  
to suit every job in the complete new line of

# General Electric Ovens and Cooktops



**Kitchen with a copper glow:** New Copperfinish on Custom Double Oven and hood. Eye-level cooktop controls built right into hood, together with exhaust fan and floodlight.



**Cooktop fits nearly anywhere:** Install under window, near pass-through. Remote pushbutton control for wall or cabinet installation. All G-E Ovens have removable door.



**Different built-in arrangement:** Create a colorful, attractive alcove effect—wood and metal combined for interesting décor and automatic built-in convenience, too.



**Two full-size ovens in minimum space:** Install as one unit. Twice the capacity and convenience—bake and broil at the same time. Ovens and cooktop in Woodtone Brown.

GENERAL  ELECTRIC

*Designed for the kitchen dealer...*

★ Choice of...single ovens...double ovens ★ The  
newest automatic features ★ 2- and 4-unit cooktops

**New!**

TWO FULL-SIZED OVENS THAT INSTALL AS A SINGLE UNIT!

This G-E Double-Oven is *one-piece*—slips into single opening—uses only one conduit connection. Each oven has its own automatic timing, broiler, floodlight; top oven has rotisserie and meat thermometer. Controls for both ovens on single, eye-level panel. Both oven doors slide off.



New models for every kind of kitchen job!

- ★ Pushbutton controls
- ★ Fast, fully enclosed units
- ★ 4 colors plus white, copper-finish, satin chrome

**New!**

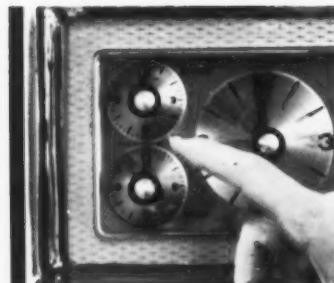
DE LUXE EXHAUST HOOD HAS EYE-LEVEL COOKTOP CONTROLS!

**PLEASE OPEN**

Pushbutton controls for this cooktop are at eye level—built right into the copper-finish hood—always easy to see and reach! The hood contains a quiet, powerful exhaust fan which is easily removable for cleaning; built-in lamp floodlights the entire cooktop area. Available in June.



... with the features most in demand!



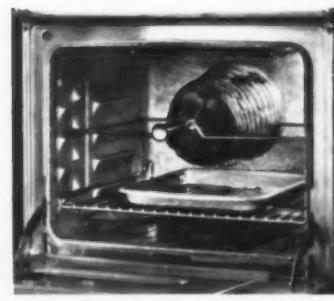
**Automatic Oven Timer** that's as easy to set as a clock! Set *start* time on top dial . . . set *stop* time on bottom dial. Cooks meals while you're out.



**Removable oven door** makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.



**Meat Thermometer** takes guesswork out of perfect roasting or broiling. Dial the degree of "doneness" you want . . . buzzer sounds when meat is ready.



**Automatic rotisserie** barbecues a 20-lb. roast! Stainless steel spit. Removable, sure-grip handle lets you handle hot spit safely and easily.

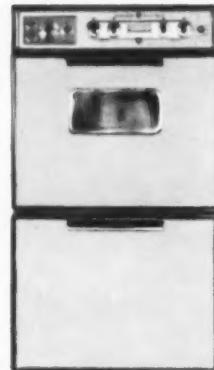


**Big 21" wide-opening oven** has sturdy platform door. Gives room enough for complete oven meals; you can even bake four pies on one shelf.

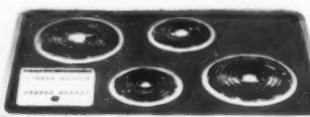


- Plus these important features:**
- **Focused-Heat broiler** for "charcoal type" broiling.
  - **Built-in oven vent** keeps door and controls condensation-free.
  - **Automatic oven floodlight** . . . recessed into oven wall.
  - **Separate minute timer** . . . sets from 1 to 60 minutes.
  - **Eye-level controls** . . . with large, easy-to-read dials.
  - **Picture-window oven door** . . . overwhelming preference of women.
  - **Extra hi-speed units** for clean, safe, dependable cooking.

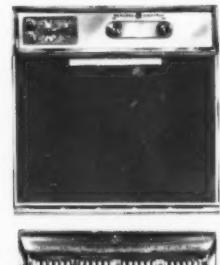
### They mix 'n match!



**Custom Double-Oven Model J-780;** Cooktop J-890 with controls built into hood. The perfect combination for custom installations.



**De Luxe Oven Model J-750;** Integral control cooktop J-820 offers smart styling, automatic features and fast, low-cost installation.

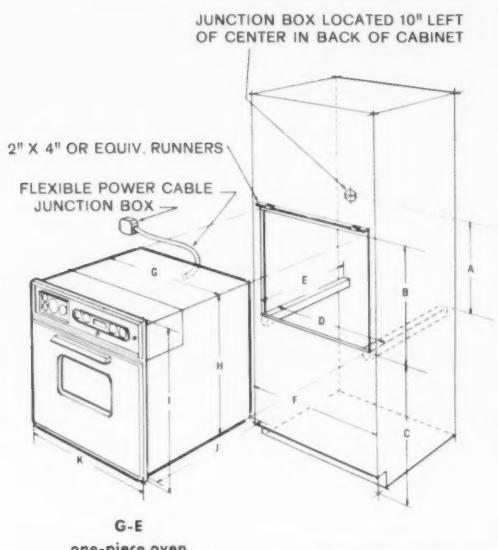


**Custom Single Oven Model J-720** and remote-control cooktop J-850 combine truly modern features with the most advanced styling.



**Model J-802**—2-unit cooktop with remote control. In stainless steel. Use in pairs or with 4-unit cooktop for flexibility and convenience.

## New, simpler, quicker installation!



...eter takes guesswork

...asting or broiling. Dial

"doneness" you want . . .

when meat is ready.

**Important features:**

broiler for "charcoal

vent keeps door and

convection-free.

oven floodlight . . . re-

veals wall.

te timer . . . sets from

0 to 12 hours.

controls . . . with large,

easy-to-read scales.

new oven door . . . over-

head convenience of women.

all units for clean, safe,

long-lasting cooking.

contrasting

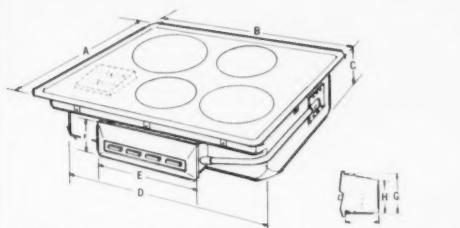
green, Canary

finish, Satin

glass steel.

MODEL	J-720-J-722-J-724 I-750-I-752-I-754	J-780-J-782-J-784	J-820-J-822	J-850-J-852	J-880-J-882
A	23"	43½"			21½"
B	24½"	44½"			30¾"
C	34½"	14½"			5½"
D	29"	25"			26½"
E	23¼"	23¼"			
F	27"	27"			
G	24½"	24½"			
H	24"	44½"			
I	25¼"	45¾"			
J	22½"	22½"			
K	26"	26"			

### DIMENSIONS BUILT-IN OVENS AND CABINET

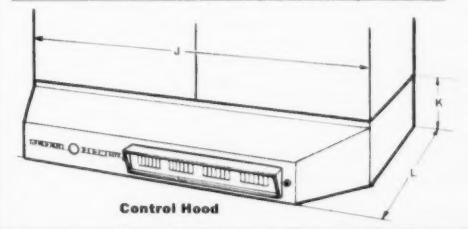


### COOKTOP DIMENSIONS

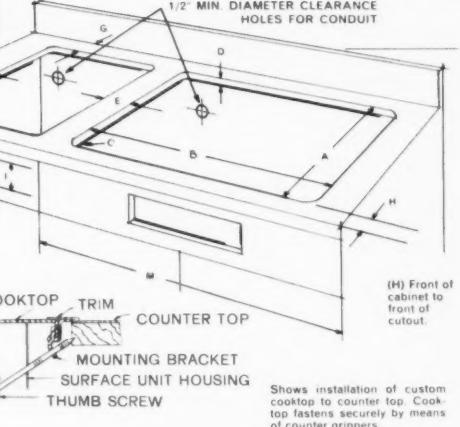
MODEL	J-802	J-820-J-822	J-850-J-852	J-880-J-882
A	21½"	21½"	21½"	21½"
B	16½"	30¾"	30¾"	30¾"
C	5½"	5½"	5½"	5½"
D	12½"	26½"	26½"	26½"

For Remote Controls      For Hood

E	8½"	15½"		
F	4½"	4½"		
G	4"	4"		
H	3½"	3½"		
I	3½"	3½"		
J			13½"	
K			K 5¾"	
L			L 18"	



Control Hood



(H) Front of cabinet to front of cutout.

Shows installation of custom cooktop to counter top. Cooktop fastens securely by means of counter grippers.

**FOR COMPLETE SPECIFICATIONS**  
and installation information, contact your local G-E distributor or write Range Department, General Electric, Appliance Park, Louisville 1, Ky.

### DIMENSIONS FOR BASE CABINET OPENINGS

MODEL	J-802	J-820-J-822	J-850-J-852	J-880-J-882
A	20½"	20½"	20½"	20½"
B	15¾"	29½"	29½"	29½"
C	1¾" RAD	1¾" RAD	1¾" RAD	1¾" RAD
D	1½" MIN	½" MIN	½" MIN	½" MIN
E	1½" MIN	1½" MIN	1½" MIN	1½" MIN
F	1½" MIN	1½" MIN	1½" MIN	1½" MIN
G	1½" MIN	1½" MIN	1½" MIN	1½" MIN
H	1½" MIN	1½" MIN	1½" MIN	1½" MIN
I	4½"	4½"	4½"	4½"
J	7½"	14½"		
K	1¾" MIN	1¾" MIN		
L	1½" MIN	1" MIN		
M	36" BASE CAB	36" BASE CAB	36" BASE CAB	36" BASE CAB

**Designed for the kitchen dealer . . .**  
**engineered for easy installation!**



**One-piece drop-in cooktop** has built-in pushbutton controls . . . no separate control panel to mount. Fits flush with counter top.



**Six thumb screws** to tighten . . . one conduit to connect . . . done! Oven and cooktop installed by The Eagles Co., Louisville, in less than 32 minutes.



**One-piece oven** slides into wall opening or 27-inch cabinet. Comes from factory ready to install—no knobs or trim to remove or replace.

And now →

The Oven Model J-720  
control cooktop J-850  
modern features with  
neat styling.

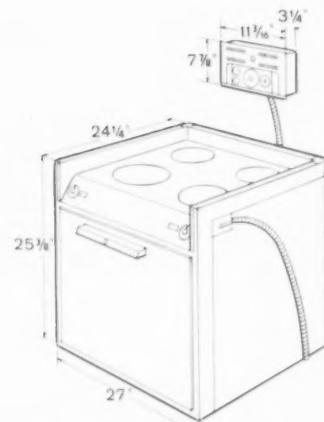
top with remote controls.  
airs or with 4-unit cook-  
venience.

COMBINES THE LOOK OF CUSTOM INSTALLATION WITH MINIMUM REBUILDING!

**NEW**  
General Electric **ONE-PIECE** Built-in Range

- \* Custom built-in appearance
- \* Just one piece to install
- \* Saves 5 square feet...  
space to add another  
kitchen feature!

( Separate units 57" x 24" )  
G-E One-Piece 27" x 24"



**Engineered for  
savings**

Single conduit connection	<b>SAVE up to \$25.00</b>
No oven cabinet needed	<b>SAVE up to \$45.00</b>
No cooktop base cabinet needed	<b>SAVE up to \$20.00</b>
No waste in counter- top covering	<b>SAVE up to \$20.00</b>
	<b>\$110.00</b>
Less base panel below oven of G-E ONE-PIECE	<b>10.00</b>
<b>NET SAVINGS</b>	<b>\$100.00</b>

\*Savings approximate. They will vary with local material, equipment and labor costs.

AVAILABLE IN MAY



**It's the biggest kitchen news of the year!** This new G-E One-Piece Built-In is a de luxe large oven and dropped 4-unit cooktop, all in one piece to reduce installation time and costs.

*Quality features for consumer acceptance:*

- Big-capacity oven
- Removable oven door
- Focused-Heat broiler
- Automatic Oven Timer and Minute Minder
- Hi-speed pushbutton units and master indicator light
- Fully enclosed bake and broil units
- Available in Pink, Turquoise, Yellow, Brown, White

**GENERAL ELECTRIC**



# NEW! AMAZING!

## UNIVERSAL CORDLESS Electric Shaver



### Exclusive Universal product development opens up whole new shaver market!

Imagine . . . no clumsy cord, no plug, no outlet needed, yet you get the wonderful convenience of *electric* shaving anywhere . . . anytime! That's the radically new shaver now introduced by Universal. Make extra sales with this sensational new Electric Shaver that runs for months on regular penlight batteries. There's big sales appeal to the man whose beard grows quickly . . . he can keep a "barber shop" shave right in his pocket. It's the perfect gift for travelers . . . no bothering with changing voltages anywhere in the world. Get the jump on quick profits by getting your order in NOW on this new Universal exclusive!

#### SHAVE ANYWHERE . . . No Cord . . . No Outlet Needed!



CARS, TRAINS  
OR PLANES



BOATS



CAMPS  
COTTAGES



OFFICES

Designed by Raymond Loewy Associates



#### Beautifully Packed FOR GIFT SALES

Packaged for an eye-catching display on your counter—gold-edged box with rich, colorful insert, plastic top and easel-back. Holds shaver and real leather carrying case. **\$16.95**

**UNIVERSAL**  
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Ideal for foreign travel—no worry about voltages

Introducing! A profit-plus for '59!

# A New WEBCOR Sales Winner

with special Webcor features  
that help you sell!



## The President

A Stereo Hi Fi Fonograf with the convenience of a portable, PLUS big set Stereo sound performance.

### IT'S LOADED WITH SALES-BUILDING FEATURES!

- Has four big speakers, a 6-inch and 4-inch in each section with crossover network.
- Dual channel 20-watt amplifier, 10 watts for each channel.
- Webcor's exclusive Stereo-Diskchanger plays 33 and 45 stereo and monaural records intermixed.
- Automatic shut off.
- Bayonet hinges for easy "slip on" or "slip off" of speaker sections.
- In handsome charcoal grey.

There's a Webcor Stereo Fonograf to match every customer's need and price preference. Call your Webcor distributor today!

For the name of your local Webcor Distributor write Webcor Inc., Chicago 39, Ill.

SELL THE LINE THAT  
SELLS THE FASTEST

MODEL  
1050

Only  
**\$159.95\***

BUDGET-PRICED WITH  
EXTRA SELLING FEATURES!  
**The Holiday...**

a self-contained stereo  
high-fidelity portable fonograf  
with sensitive AM radio!

- Two powerful speakers, wide-angle mounted.
- Dual channel amplifier.
- Webcor's exclusive Stereo-Diskchanger plays 33 and 45 stereo and monaural records intermixed.
- In ebony and grey tweed or coral and grey.



Model 1990

Only \$119.95\*

\*Suggested list price

# SELL WEBCOR!

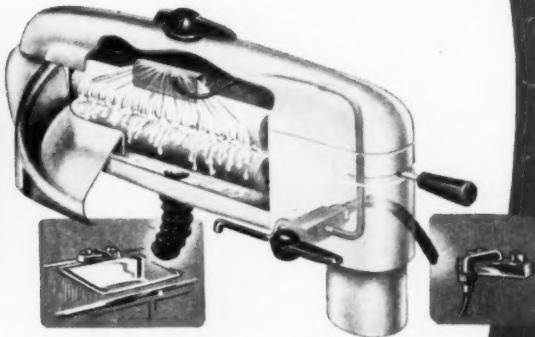
Easy demonstration... quick, clean sales!

# New *Blackstone* Rinsing Wringer Washer



Model WRA-30R

wonderful for  
wash-and-wear fabrics!



HERE'S HOW IT RINSES

Fresh clean water at selected temperature is brought by hose from the laundry tap. Cascading over the wringer rolls, it thoroughly and continuously rinses clothes as they go through the wringer. Soap scum and dirt are sent into the wringer drain hose, not back into the tub.

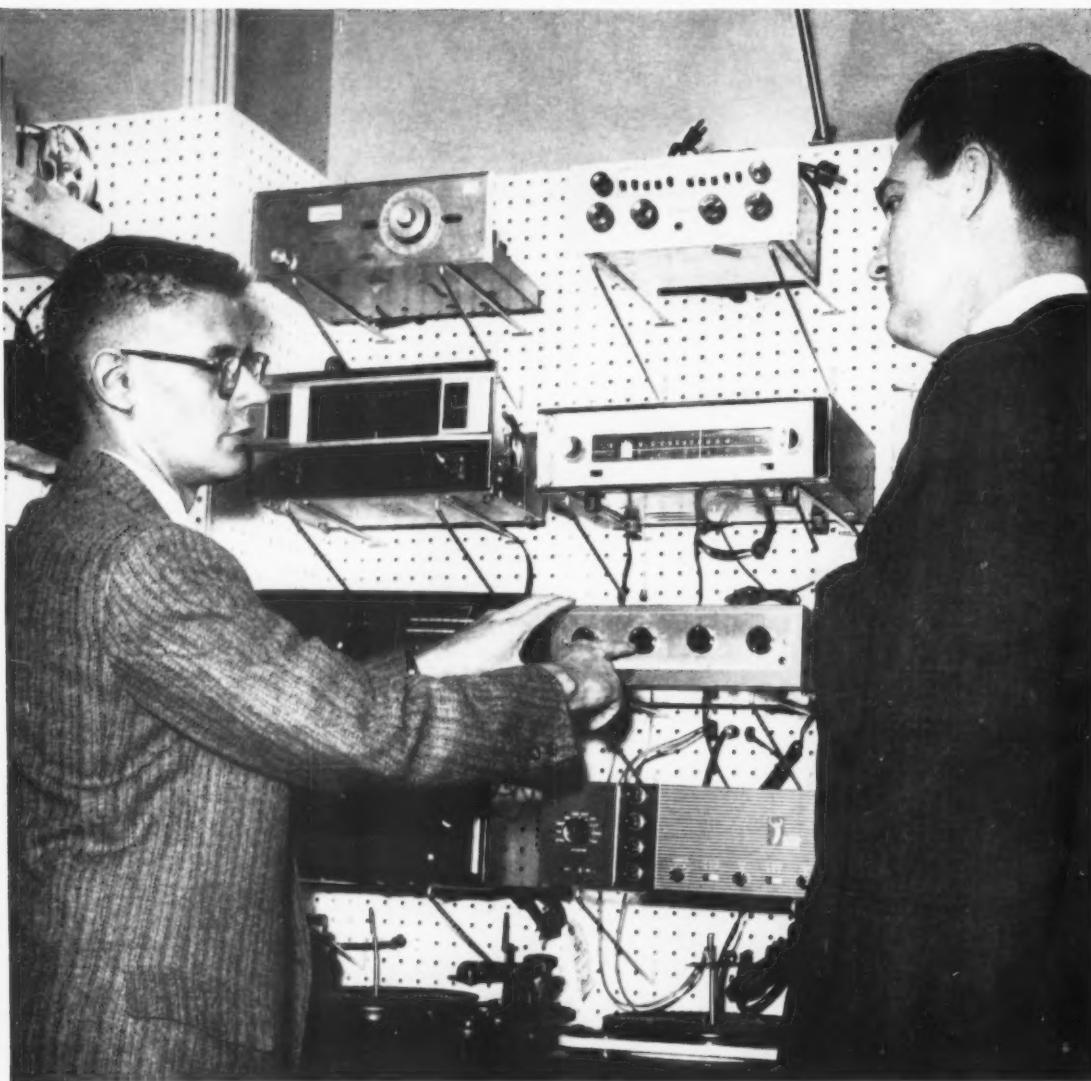
The regular agitator power rinse is used for regular, heavy washes. But for shirts, linens, small loads, and especially wash-and-wear fabrics, the control is set to "rinse" right at the wringer.

Fresh water not only rinses clothes clean but helps to prevent "wrinkle setting" by cooling the fabric. Wringer rolls are automatically washed clean of detergent. Rinsing control is also handy for filling tub. So simple!

Another Star in the All-New  
*Blackstone* 1959 line

This is just the kind of added extra that makes the all-new Blackstone line of automatics, wringer washers, gas and electric dryers so outstanding. Get in touch today. Blackstone Corporation, Jamestown, New York.

STEP AHEAD WITH  
***Blackstone***  
AMERICA'S OLDEST WASHER MANUFACTURER  
SINCE 1874



## "Yellow Pages helps us reach the ready-to-buy Hi-Fi Customers"

says John H. Blocher, Jr.,  
Custom Music Systems, Inc., Baltimore, Maryland

"I don't see how we could ever do without Yellow Pages advertising. It's a permanent buyer's guide and we know for a fact that many of our customers have found us through our advertising there."

"As a matter of fact, I doubt if we could develop the component parts business without the Yellow Pages. All items sell at a relatively high unit price. So when a customer is ready to spend that much money, he wants to know the right place to spend it. Our experience has proved again and again that ready-to-buy hi-fi customers have come to us through our Yellow Pages advertising."

Make more ready-to-buy customers come your way, too. Advertise under appropriate headings in the Yellow Pages. Your advertising stays on the job . . . all year long! Why not let the Yellow Pages man map out a suitable program for you? Call your local Bell telephone business office today.

Nothing builds business like AWHERENESS—and nothing builds AWHERENESS like the Yellow Pages—  
the buying guide that tells 9 out of 10 people WHERE to find what they want to buy.

FOR THE ULTIMATE IN SOUND REPRODUCTION  
**CUSTOM MUSIC SYSTEMS**  
HOW IN OUR NEW STUDIO

NOT JUST DISPLAY AREAS, BUT ROOMS DESIGNED TO TEST YOUR TASTE AND YOUR EARS. HEAR FAMOUS SPEAKERS, EXPERTLY COUPLED TO CABINETS FINISHED TO YOUR TASTE. HEAR THE LATEST ALEC, FISHER SHERWOOD AND LEADING COMPONENTS ASSEMBLED FOR OPTIMUM PERFORMANCE BY PERSONNEL KNOWN FOR THE FINEST INSTALLATIONS IN MARYLAND

HEAR THE LATEST IN SOUND  
IN OUR STEREO STUDIO

*Custom Music Systems*

VErnon 7-3900  
106 W. NORTH AVE.

THIS 1/4-PAGE DISPLAY AD (shown reduced)—plus ads and listings under various headings and trade-marks—builds walk-in and phone-in sales and service calls for Custom Music Systems, Inc.

## There Are Things

STORY STARTS ON PAGE 67

has it for," the customer will often shop after they have placed an order. A model number in the clear on a bill of sale is an open invitation to the competition to kill your deal as happens every moment of the day.

This can be avoided by merely listing the make of appliance on the customer's receipt, omitting any number. Should a number be necessary, you may write your stock number on the bill. Of course, your stock number can be any group of numbers or letters you care to use.

All of these precautions are necessary if the dealer is to survive in today's chaotic situation. The discount shopper is a cloak and dagger operative. A big city appliance retailer summed it up in a ten letter code he was forced to install in self defense against shoppers and price chiselers. The key read "GOD HELP US B"!

End

## CLEAN ADS and CLEAN CLOTHES

Two big "added attractions" are coming your way in the April and May issues of ELECTRICAL MERCHANDISING.

In April, the big feature is a Special Report on Housewares. And the big story in this Report is on

**THE CLEAN UP IN ADVERTISING**—Everybody's talking about the FTC's demand that retail ads be cleaned up—and lots of people are doing something about it. How successful have they been? Will the changes be permanent? How do you write a "clean" ad?

Then, in May, it's a clean-up of a different kind which occupies the key spot in the magazine

**ALL ABOUT WASH AND WEAR**—Everybody's also talking about wash and wear, but lots of people—including your own salesman—are confused. What's happening in wash and wear? How can you capitalize on consumer interest in miracle fabrics to sell laundry equipment? What do you need to know about wash and wear?

Once again, all the answers will be found in  
**ELECTRICAL MERCHANDISING**—in the May issue

Stock the right line and radio traffic takes care of itself.

# LOOK! 5 NEW RCA VICTOR RADIOS, EACH WITH A FEATURE THAT SELLS!

ALL-TRANSISTOR. BIG 3½-INCH SPEAKER



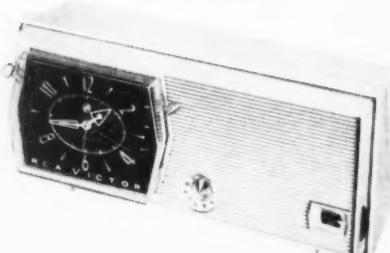
THE RIO portable. "High-T" circuit and speaker produces big-set fidelity. Runs 100 hours without fade-out on flashlight batteries. 3 colors. (Model T1) \$34.95

NOISE-FREE! EXCLUSIVE "FILTERAMIC" ANTENNA



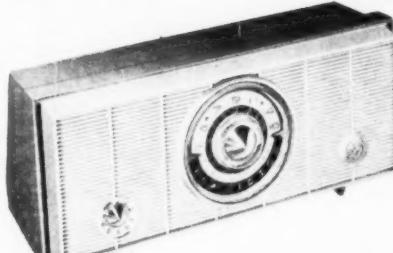
THE SOLITAIRE extra-powerful, dual-speaker table radio. New "Filteramic" antenna screens out noise caused by appliances, fluorescent lights, etc. Beautiful "Flairline" styling. Finished back. Concealed handgrip. Phono-jack. Pull-push on-off volume control. 3 colors. (Model X4) \$29.95

"LEVERMATIC" TOUCH CONTROLS



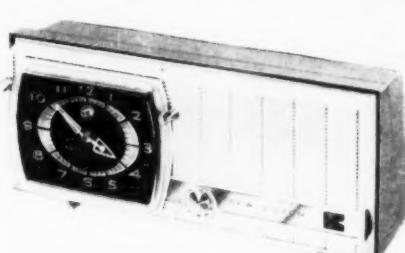
THE COMMENTATOR clock-radio. Finger-tip station selector. Pre-set volume. Turns itself on, off. Printed circuit. 3 colors. (Model C2) \$32.95

STEP-UP DUAL-SPEAKER "FLAIRLINE"



THE STARFIRE table radio. "Golden Throat" tone. Finished back. Easy-to-read dial. Pull-push on-off volume control. 3 colors. (Model X3) \$26.95

FULLY AUTOMATIC CLOCK-RADIO



THE DAWNETTE clock-radio. Turns itself on, off. Operates appliances. Buzzer alarm. "Levermatic" controls. Three colors. (Model C3) \$36.95

Order from your RCA  
Victor distributor today



RCA VICTOR

Tm&© 1959 RADIO CORPORATION OF AMERICA



Nationally advertised list prices shown.  
Optional with dealer subject to change.  
Slightly higher for West and South. Portable price less batteries.



**On Television!** Every Thursday, coast to coast on "Playhouse 90", Julia Meade tells the "Gold Star" story.

**In Magazines!** Every month in the nation's leading magazines—ads and articles on the "Gold Star" story.

# Biggest Promotion In

*Now!*

Millions  
will be looking for  
this **GOLD STAR**  
and Gas Ranges  
built to new  
**Gold Star Standards**

Here's the world's newest emblem of excellence, mark of the world's finest ranges—The Gold Star Award. Millions of dollars are being spent in the most intensive advertising and promotion campaign the Gas Industry has ever known to make Gas Ranges built to Gold Star Standards the most sought-after, most desirable and—for you—the most profitable ranges in America today!

*Make Your Store  
"Gold Star" Headquarters  
in Your Neighborhood!*

Complete information,  
plus free Gold Star Promotion Kit waiting for you now  
at your local Gas Company or distributor's.



## GO with the **GOLD STAR AWARD**



**In Newspapers!** In local dailies, Sunday supplements, plus regional radio & TV—the "Gold Star" story presented by range manufacturers and Gas companies.

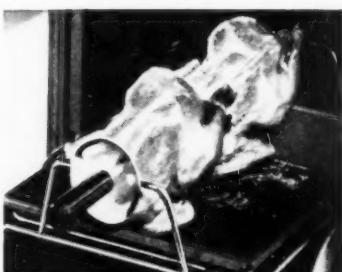
**Everywhere!** Billboards, carcards, truck posters, decals, banners and streamers tell the "Gold Star" story.

# Gas Range History!

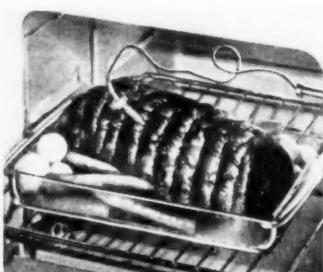
for 28 reasons—these Gas Ranges will be YOUR  
Money-Maker Ranges of 1959!



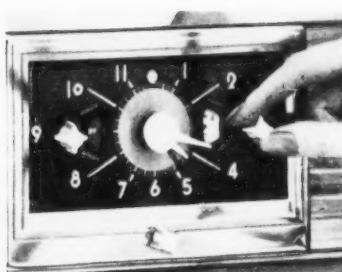
Burner-with-a-Brain\*



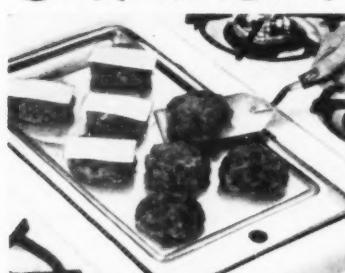
Automatic Rotisserie



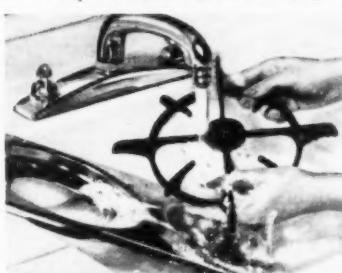
Meat Thermometer



Self-lighting Oven & Broiler



Built-in Griddle



So Easy to Clean

At Least 28 Advances in Performance, Automation and Design Like These Will Move Gas Ranges Out Of Your Store Faster Than They've Ever Moved Before!

These Great Manufacturers  
are producing ranges to Gold Star Standards—  
and will help win Gas Range sales for you:

Brown Featuramic  
Caloric  
Crown  
Dixie  
Eagle Range & Mfg. Co.  
Gaffers & Sattler  
Glenwood  
Hardwick  
Kenmore  
Magic Chef  
Modern Maid

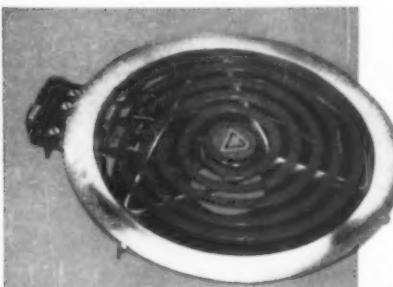
Monarch  
Norge  
O'Keeffe & Merritt  
RCA Whirlpool  
Roper  
Sunray  
Tappan  
The Boston Stove Company  
Universal  
Vesta  
Wedgewood-Holly  
Welbilt

American Gas Association

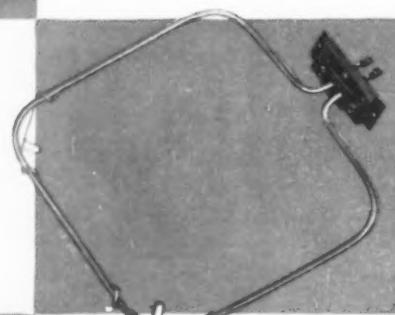
... and watch your profits **GROW!**

# CHROMALOX

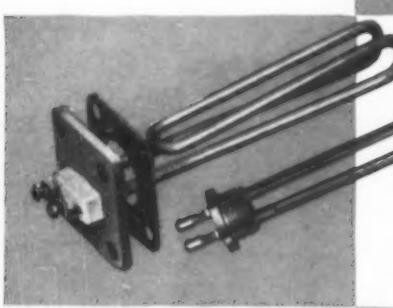
**...the complete line for your  
Electric Range and Water Heater  
service calls**



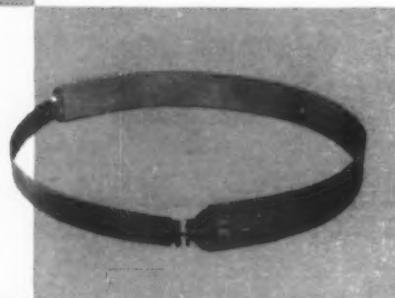
**Microtube® Surface Units—**  
4 adaptor ring sizes and 2 Microtube sizes service 98% of all ranges. Service more ranges, with smaller inventory.



**Chromalox Rod Bake Unit—**  
2 sizes fit all regular and wide ovens with terminal openings centered in back wall. Simple installation. Permanent electrical connections eliminate old prong-type terminal block.



**Immersion Elements—**  
Flanged elements fit 4-bolt, 6-bolt and 2-bolt tank flanges, 600 to 6,000 watts. Screw plug elements for 1 and 1½-inch pipe thread sizes, 750 to 3,000 watts.



**Wrap-Around Elements—**  
Fit tanks 10¼" through 22¼" diameter with just 10 elements, 750 to 3,000 watts in 236 volts, and 3 elements, 750 to 1,250 watts in 118 volts . . . using the Chromalox patented extension strap system.

**Thermostats—**Just two replacement thermostats to service all makes of electric water heaters . . . single-throw and double-throw styles—can be screw or clamp mounted.



**Get the same high-quality Chromalox elements that are featured as original equipment by many of the leading appliance manufacturers.**

**Chromalox replacement products for electric ranges and water heaters are available from Authorized Distributors across the nation. Write for name of the one nearest you.**

2680

**CHROMALOX**

*Electric Heat*

INDUSTRIAL • COMMERCIAL • RESIDENTIAL

EDWIN L. WIEGAND COMPANY

7525 Thomas Boulevard • Pittsburgh 8, Pa.



Bacteria Tests are about the only thing this water softener test kit won't do. It will test for acids, iron, hardness, and sulphur problems. Charles Layman, Century Appliance Co., of Lancaster, Pa., and rep for George Getz Corp., is showing dealers in Pennsylvania, West Virginia and New Jersey how to use water clinics to sell water softeners.

## Building Substantial Profits With Water Clinics

This distributor of water softeners sells to appliance dealers by showing them how water conditioning products can boost appliance sales while returning a handsome profit at the same time

Most dealers are not great boosters of water softeners. But retailers in Pennsylvania, West Virginia and New Jersey are learning that water promotions have a natural link with water-using appliances (washers, dishwashers, water heaters) they sell. For those who have taken on water softeners, either as a sideline or as an important addition to their business, profit margins of 30 and five have a particular glitter.

Instrumental in quickening dealer interest in water softeners is Century Appliance Co., 15 West Chestnut St., Lancaster, Pa., manufacturer's representative for the George Getz Corp., Rockford, Ill.

Century's Charles Layman has been popularizing water clinics, at which dealers invite prospects to bring samples of their water for testing. By using a standard testing kit, the dealer does on-the-spot testing of sample water for acid, iron, hardness, and sulphur problems. For bacteria testing the sample is taken to the lab. Layman runs about 40 such clinics a year, costing about \$250 in advertising and other materials.

In turn Century's dealers offer for sale water softener units

of from 25,000 to 75,000 grains and priced from \$140 to \$400 less installation. Normal margins run 30 and five. In special localities where territory and quantity warrant it, these step up to 40 and 20.

Layman has discovered that cutaway samples of water heaters, of copper pipe and the like vividly demonstrate how calcium carbonate deposits collect and block plumbing apertures. Dow Chemical's "Soft As a Cloud" 24-minute sound film, available from that firm's rental film library, is a further effective tool in educating customers. For promotions, Layman frequently ties in a blanket wash, promoting washers and dryers, and a dishwasher demonstration.

For those dealers who en-thuse over the potential and profit in water softeners, Layman offers an allied source of profit. That is in a line of chlorinators and dechlorinators, priced from \$150 to \$200 with installation. Margins here run to 25 percent, or 25 and 20, depending on territory and dealer. Both softeners and chlorinators sell at list, and, since cut-throat competition has not seized these products, margins mean substantial profits.



***If you want to sell more appliances, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine.*** If you want to make a sale there's nothing so powerful as an idea. And it's impossible to go through any issue of BH&G without finding scores of ideas that sell appliances. One out of every four BH&G readers lives where a toaster, mixer or other small appliance was bought during a single year—43% above the non-reader average!

*During the year 1/3 of America reads*



*...the family  
idea magazine*

you'll love the way your kitchen looks...  
you'll love the way your kitchen works!

# HOTPOINT

## Quality Appliances for kitchen and laundry

What a joy it is to please your good taste *and* your good judgment at the same time! Hotpoint lets you do just that. Never were home appliances so beautiful to look at—so automatically convenient to use—so thrifty to own—as are the Hotpoint 1959 models in your choice of four lovely Colortones or classic white. Whether you're planning a complete all-electric kitchen and laundry, or simply replacing a single appliance, visit your Hotpoint dealer and see what he has in store for you!

All of the Hotpoint appliances shown below can be bought as a complete "package" and financed on low monthly terms through your Hotpoint Dealer.



**14,963,000 POTENTIAL CUSTOMERS**

will see this full-color **Hotpoint Kitchen**

Spread in...

APRIL 6  
**LIFE**

MAY 16  
**POST**

MAY  
**THE AMERICAN HOME**



All of the Hotpoint appliances shown above can be bought as a complete "package" and financed on low monthly terms through your Hotpoint Dealer.

**Refrigerators** . . . Swing-Out shelves put everything in easy reach. And only Hotpoint, with the amazing Cold Amplifier, brings you Reserve Coldpower to keep foods fresh up to twice as long. Hotpoint stores more, too.

**Electric Ranges** . . . Hotpoint 1959 models with exclusive "Recipe Heat" are finer than ever. Completely automatic time and temperature controls. Wonderful ovens that cook a whole meal for as many as 24—all automatically.

**Home Freezers** . . . Every Hotpoint Home Freezer has a "silver lining" of alu-

minum which conducts cold four times faster than steel. Colddisks on all four walls give you the fast freezing and uniform cold you need for safe food protection. Upright and Chest models.

**Dishwashers** . . . For spotlessly clean dishes, no other dishwasher can match Hotpoint. Exclusive Double-Deck Water Action. Washes twice and rinses twice. Separate cycle for pots and pans. Under-counter models and full-sized mobiles—all front loading.

**6-Cycle Washers** . . . Push one button—the Hotpoint 6-Cycle washer gives you

proper wash and spin speeds, proper wash and rinse temperatures for every type of load. Underwater Filter captures lint where it forms.

**Customline "Built-Ins"** . . . For the last word in modern, all-electric, pushbutton kitchens, Hotpoint "Built-Ins" provide the utmost in performance, beauty, flexibility, automatic convenience. Wide selection of ovens, surface cooking sections, refrigerators, upright freezers, dishwashers.

**Vent-Free Dryers** . . . New 3-Cycle Hotpoint, with Controlled Climate Chamber, dries your clothes cleaner, fluffier, "wrin-

kle-free." Sends lint and moisture down the drain. Clothes Minder "measures" moisture, shuts off when clothes are dry.

**Air Conditioners** . . . Models for every sort of room or office—every type of window. Also, the new Hotpoint Power Plus portables—from carton to cooling in five minutes!

**Your Hotpoint Dealer** is ready to show you the 1959 Hotpoint products including new Hotpoint DISPOSALL® electric food waste disposers, and new "Magic Circle 15" Hotpoint electric WATER HEATERS . . . See him soon!

# Hotpoint

(A Division of General Electric Company), Chicago 44

LOOK FOR THAT HOTPOINT DIFFERENCE



and the **Hotpoint** Dream Kitchen Days Promotion puts all this advertising to work for you!

Take full advantage of the pre-sell power generated by this massive kitchen campaign to build extra sales of individual appliances. Use Hotpoint Dream Kitchen Days to convince your prospects that "a

Hotpoint Appliance makes any kitchen a dream of convenience." Select your Dream Kitchen "Specials" now and order your complete promotion package from your Hotpoint Distributor today.

DUANE B. SMITH, Treasurer  
of the Weller Electric Corp.



THE NATIONAL SYSTEM'S greater flexibility permits its use for several types of record keeping.



HIGH QUALITY PRODUCTS of the Weller Electric Corp., Easton, Pa.

## "Our *National* System returns 35% annually on investment!"

—Weller Electric Corp., Easton, Pa.

"We are convinced that our National System is superior to any other accounting method available," writes Duane B. Smith, Treasurer of the Weller Electric Corp. "Since we installed it in 1956, the efficiency of our accounting department has increased greatly, with considerable savings in time and money.

"Our National Class 31 Accounting Machine replaced two machines of another make. This immediately produced a large reduction in payroll costs, and we found our National actually provided more information. Its greater flexibility enables us to apply it on sev-

eral different types of record-keeping. We are so pleased that we are presently installing eight program tape recorders in order to modernize our accounting more completely.

"Indeed, we are very satisfied with our National System. Records show it enables us to translate sales data into several types of reports easily, and also gives us an annual savings equal to 35% of our investment."

  
Duane B. Smith  
Treasurer of the Weller Corp.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

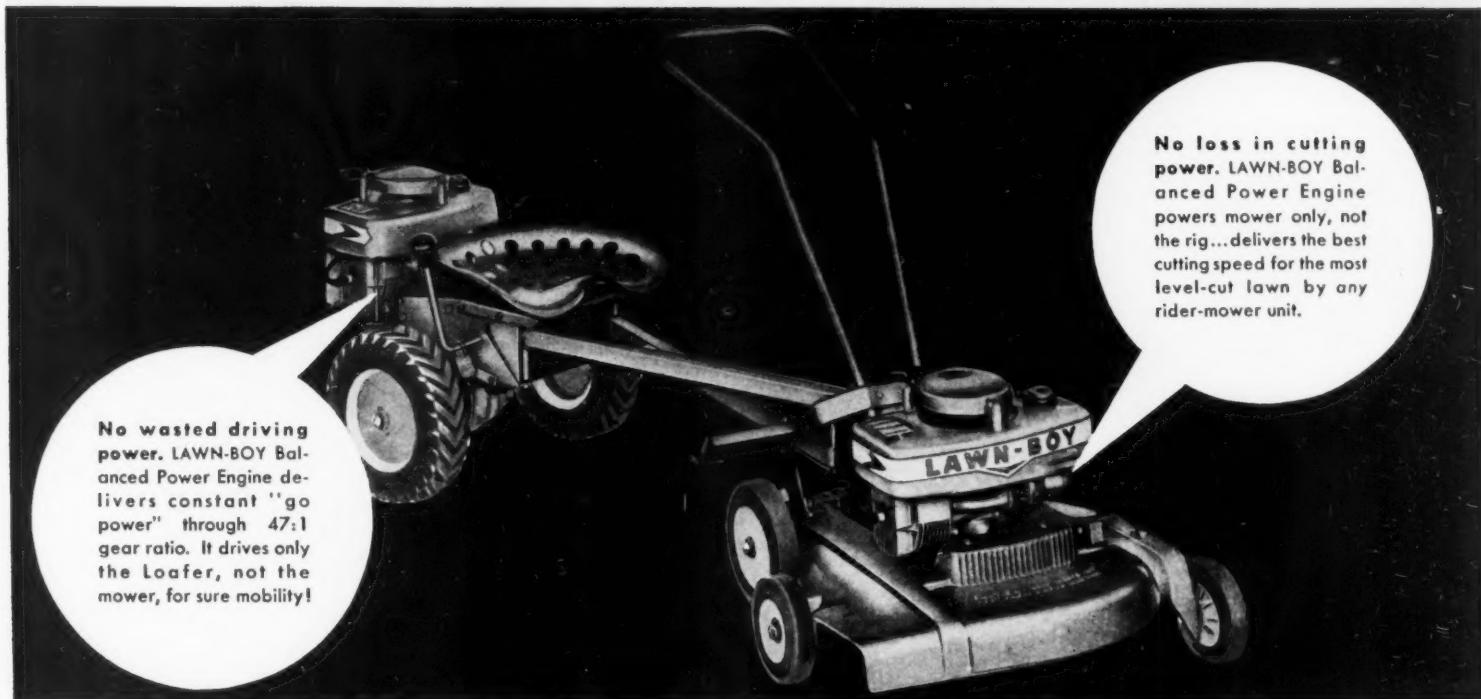
Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.



\*TRADE MARK REG. U. S. PAT. OFF.  
**National**\*  
ACCOUNTING MACHINES  
ADDING MACHINES • CASH REGISTERS  
NCR PAPER (NO CARBON REQUIRED)

# Only the LAWN-BOY Loafer combination lets you sell the advantages of both:

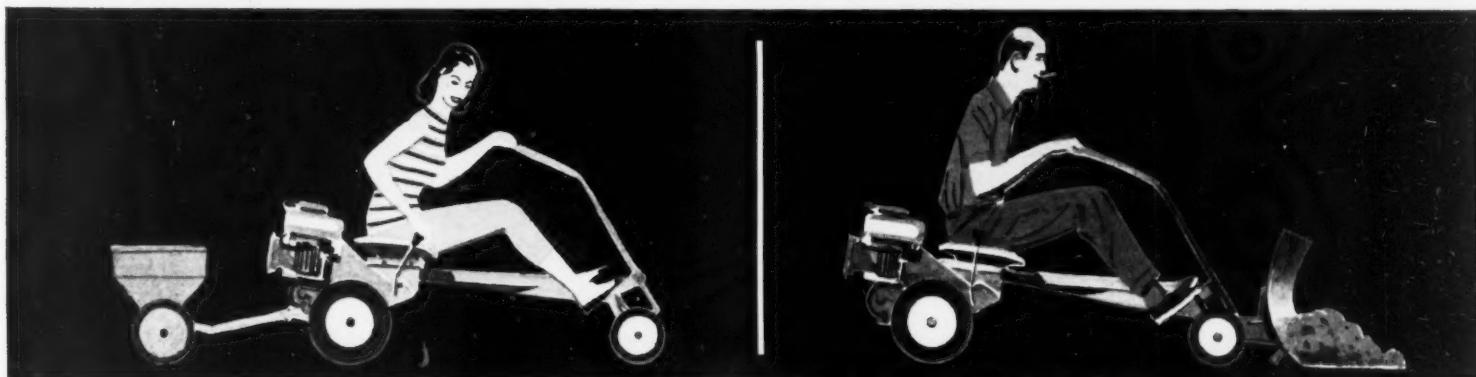
## 1 TWO ENGINES; ONE FOR MOWING, ONE FOR DRIVE!



No divided power here! One engine drives the Loafer, one the mower. The Loafer-mower combination trims close to buildings, trees and shrubs. The light-weight combination carries heavyweight operator over all types of terrain . . . while he's mowing the lawn. It turns on a dime, too, with "automotive-type"

steering . . . and never loses a level-cutting power stroke. Operator can detach mower and snap-on handle quickly for hard-to-reach spots . . . and he still has a power mower. Loafer attaches to LAWN-BOYS, most other rotaries, in seconds. Free attaching kit.

## 2 PLUS ADVANTAGES OF A "DO EVERYTHING" GARDEN TRACTOR!



**PULLS** spreader, roller, gang mowers, carts, aerators  
Mower detaches, Loafer front wheels attach, and drawbar hitch handles carts, wagons and other garden tools. Rider controls 4 forward speeds plus positive reverse and neutral. Simple steering, easy-riding Loafer is fun to ride as a run-about all by itself. You sell dependability, power and the lasting satisfaction of built-in LAWN-BOY quality.

MORE DEALERS MAKE MORE MONEY WITH

# LAWN-BOY

THE TOP PROFIT LINE IN THE INDUSTRY

Lamar, Missouri, Division of Outboard Marine Corporation.  
Makers of **Johnson** and **Evinrude** Outboard Motors.  
In Canada: LAWN-BOY, Peterborough, Ontario.

### PUSHES blade to level and fill

No other riding unit can compare with the LAWN-BOY Loafer for performance, versatility, simplicity and price! \$169.95 for the 4-wheel Loafer unit alone; \$269.95 for the rugged "do everything" Loafer and a 21" LAWN-BOY De Luxe mower combination. Send coupon below to find out what your profit is. You'll see why LAWN-BOY is the top profit line of them all.

### SEND COUPON NOW FOR FULL DETAILS

**LAWN-BOY, Dept. EM-39, Lamar, Missouri**

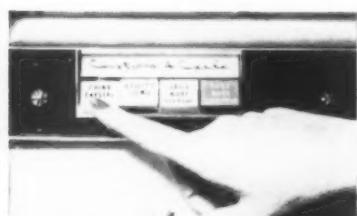
Send me full details on the new 1959 LAWN-BOY Loafer combination.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# NEW G-E CUSTOM 4-CYCLE DISHWASHER



Only dishwasher with a cycle for every need—china and crystal, pots and pans, everyday dishes, heavily soiled dishes.



Plus famous Flushaway Drain—ends messy hand-rinsing and scraping!

The new General Electric SU-70 is the most "sellable" dishwasher you've ever seen. Not 10, not 12, but 16 big selling points for you to hit!

Remember, almost 95% of your customers do not own a dishwasher. That's opportunity! And here's the dishwasher that let's you make the most of it!

**Sixteen important sales-maker features:** Four selective cycle controls • Flushaway Drain • Stainless steel wash impeller • Automatic detergent dispenser • Roomy silverware basket • Color, wood or metal fronts • 600-watt Calrod®

heating element •  $\frac{1}{3}$  hp G-E motor • Custom washing performance • Custom styling • Built-in pump • Vinyl-cushioned interior • Washes service for ten • Easy-loading racks • Sparkling-Rinse dispenser • Waist-high operating knob.

**Easy, low-cost installation.** Entire tub can be removed from cabinet for accessibility to plumbing and electrical connections. Drain may be extended out either side of cabinet through convenient knockouts.

General Electric Company, Appliance Park, Louisville 1, Kentucky.

EVERY YEAR MORE PEOPLE CHOOSE G-E DISHWASHERS THAN ANY OTHER MAKE!

**GENERAL**  **ELECTRIC**

## REFRIGERATORS SELL RANGES

STORY STARTS ON PAGE 59

Kasperi did not lead these couples directly to the colored pair. He first sold them one of the good used refrigerators at usually \$129 or \$138—almost sold them, that is. After getting some of the information for the credit application, and having mentally qualified them, he would stop, say: "Just a minute—I thought of something that might work out better for you. Wouldn't you rather have this new refrigerator in color and a range to match?" "Of course, but we can't afford it." "Wait a minute—let's look at the figures." Then, Kasperi could show the couple that the used \$129 refrigerator was going to cost them \$13.05 a month. If they should need a range soon, even a good used one would bring their total payments to \$25 or \$26. "Yet, you can have this brand new colored refrigerator and a brand new deluxe range in color—a beautiful matching pair that will be just like giving you a new kitchen—modern colored appliances with all of this year's features you've been reading about in the magazines—for only \$17.68 a month. For just the \$4.63 a month you can enjoy both these appliances—and you'll be set for at least 10 years." Many prospects figured they couldn't afford not to pay the \$4.63 a month.

Promoting the colored pair produced profitable volume throughout the store and over a long period of time for Crescent Appliances. These extra results took several forms:

(1) The colored pair at \$500, or the refrigerator in color at \$259.95 provided a stopper for Crescent's advertising—drawing attention to the whole advertisement, drawing interest in other products.

(2) The promotion brought in prospects for more expensive models of both the refrigerator and range—people who may have been shopping around, looking at middle-priced and high-priced models. They came in to see if this "bargain" would do—usually found it was not as large or as deluxe as they wished. Kasperi sold many of these visitors. One couple came in just to see the "special", stayed to buy \$1050 worth of deluxe range and refrigerator. Another couple decided to skip a refrigerator, settled for the \$500-plus Frigidaire range.

(3) Featuring the refrigerator and range in color stepped up the interest in color among all Crescent Appliance prospects. During this promotion, sales of refrigerators, ranges, and laundry equipment in color increased to 35 percent of Kasperi's volume.

(4) Referral business resulting from the sales of this colored refrigerator and range at \$500 was greater than from any promotion Kasperi has instituted. Usually it was not the special package but some other appliance or TV or hi-fi that the referred couples wanted. They had come to Crescent because, "Crescent must be a good place to trade." *End*



"THAT'S WHAT HAPPENS TO ALPHABET SOUP ON AN ELECTRONIC RANGE"

## This is the END of room cooler AIR FILTER PROBLEMS



**RP EZ KLEEN®**  
**WASHABLE ALUMINUM** *TRIM TO SIZE*  
**FILTER**

RIGID ALUMINUM CONSTRUCTION—holds its shape, won't shed particles, is safe, clean and easy to handle.

ELIMINATES STOCKING OF MANY SPECIAL SIZES—Easily cut to size, the 15" x 24" Trim-To-Size Filter together with the standard E Z Kleen for popular sizes fulfills virtually all room cooler filter requirements.

WASHABLE—with a stream of water. A real sales feature that keeps filter and unit at peak efficiency.

FULL PROFIT MARGINS—The Trim-To-Size E Z Kleen is the *only* product of its kind on the market. Cut-price competition from "almost the same" products is eliminated.

PROMOTION HELPS—Envelope stuffers, catalog sheets, ad mats are all available for special promotions.

**Plus ODOR REMOVAL FOR EXTRA PROFITS WITH SUPER handi-koter**

A BIG sales feature—you can sell odor removal too, with this one pint container of exclusive Super Filter Coat, the dirt, pollen and odor-removing adhesive. It's a fast-selling item that adds even more to your profit margin.



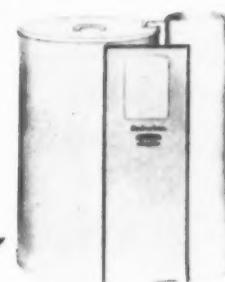
*Products of Research*

**Write... RESEARCH PRODUCTS Corporation**  
Dept. 22, Madison 1, Wisconsin

# OUR ENGINEERS HAVE DONE IT AGAIN



THE  
"Suburban"  
by modern



NOW In Two  
Models -- MA-2 & MA-3  
—  
BOTH  
COMPLETELY  
AUTOMATIC  
—  
AND--the MA-3

WILL  
HANDLE  
IRON  
TOO!

and NOW  
You Can Sell  
THE Water  
Softener  
EVERYONE  
Has Been  
Looking For--

— Here is a real  
PROFIT  
LINE

A NATURAL for  
Your Operation

Increased consumer acceptance, Modern's saleability for fast inventory turnover, and our I-o-n-g discounts will make MODERN WATER SOFTENERS the profit leader for you.

THE Appliance  
that makes other appliances  
Sell and Work BETTER

Soft water is increasingly recognized for its contribution to greater efficiency in "water using" appliances, actual savings, better health and more comfortable living.

—  
Write for complete information  
and literature.

Ask To See

- Modern Profit Package
- Sales Aids
- Promotion Material

Sell The Line



That Sells Best



Whirlpool Corporation has been chosen by the United States Department's of State and Commerce to display both a kitchen of the future and a kitchen of today at the forthcoming American National Exhibition in Moscow. Whirlpool's "Mrs. America" all-gas kitchen, shown above, has been selected by the company as completely representative of present day setups.

## A CONSUMER'S EYFUL.....



Russian consumers will find the ideas represented in RCA Whirlpool's kitchen of the future revealing in its concepts of what the American housewife of tomorrow can expect. The "Miracle Kitchen", shown above, features a floor cleaner which will scrub, vacuum and polish floors automatically, automatic push-button devices which will cook and serve meals in seconds, and a serving cart which will walk to table, load, wash and dry dishes.

## .....FOR THE RUSSIANS



Whirlpool's "Mrs. America" gas kitchen, part of the first official U. S. government display in the Soviet Union, features such niceties as counter top griddles and built-in ovens. The forthcoming American National Exhibition to be held in Moscow next summer will also feature products by Norge, Tappan, and Waste-King.

"A KitchenAid dishwasher  
for every kitchen...  
with full profit  
on every sale!"



Yes, every kitchen can have a KitchenAid dishwasher. There are models in the line to suit every customer and any installation need.

*Anyone and everyone* is a prospect for KitchenAid, even if he rents or lives in an apartment or has no room for permanent dishwasher installation. Every KitchenAid in the line—portable or built-in—has the same superior qualities. All have exclusive Hobart revolving wash action, flowing hot-air drying, and give the one thing that means more business for you—*customer satisfaction!*

A satisfied customer is your most effective booster for additional KitchenAid sales. Prospects see the KitchenAid in action in the home of a friend—and they see dishes washed cleaner and dried brighter than ever before. The KitchenAid revolving power-wash pattern provides balanced volume and velocity so necessary to effectively wash tableware clean *everywhere* in the dishwasher.

Gravity-drain or pump-drain models provide the flexibility of

installation so necessary for adapting to any plumbing situation.

Stainless steel, copper tone and traditional white finishes are available, or they can be color-matched locally.

Every KitchenAid dealer gets his full profit, too, because KitchenAid doesn't eat up his profit margin with adjustments and service trips. Once a KitchenAid is properly installed, a call for service is indeed a rarity.

**Sell KitchenAid quality!**

Write KitchenAid Home Dishwasher Division, Dept. KEM. The Hobart Manufacturing Company, Troy, Ohio. In Canada: write Hobart, 175 George St., Toronto 2.

**KitchenAid®**  
the dealers' dishwasher

The finest made...by **Hobart** The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

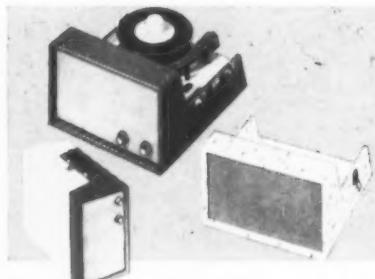
# Here's the "WHOLE BALL OF WAX"

from 

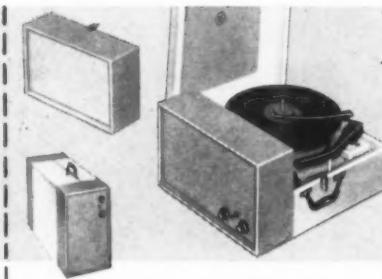
**NEW PRODUCTS! BIGGER PROMOTIONS! TOP SALES VOLUME FOR YOU!**

V-M has the "tops" in everything to help you sell and *sell more!* All-new dual-amplifier consoles and portables! Sensational tape recorder incentive package! Complete store wide merchandising displays! Start "moving" phonographs and tape recorders in real volume! Magnificent new models are *styled right, priced right, promoted right*, advertised in a galaxy of sales proven national publications! You have the "tops" when you *display and sell V-M!*

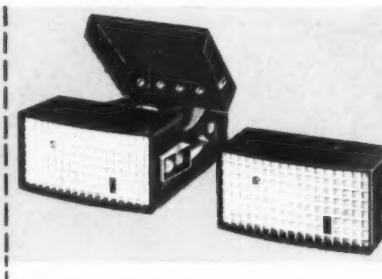
## SELL THESE NEW V-M COMPLETE PORTABLE STEREO SYSTEMS!



**MODEL 301**—Remarkably light (16½ lbs.) completely self-contained portable. Two complete speaker systems in detachable sections. Dual-Channel Amplifier. Plays 45 rpm and 16 rpm stereo and monophonic records. Tasteful styling emphasizes the obvious quality at this remarkable price! Charcoal Gray and Explorer White, \$59.95 List\*



**MODEL 312**—'Stere-O-Matic' 4-Speed Automatic Changer • Two completely detachable speaker systems • Dual-Channel Amplifier • Plays both stereo and monophonic records. Dual Loudness and Bass/Treble Controls. Blue and White with silver accents, \$109.95\*



**MODEL 557** Deluxe Portable Stereo Phonograph and style-matched Amplifier-Speaker Model 162—Plays all record speeds and sizes—Stereo and Monophonic. Marbled Blue/Gray DuPont Fabrikoid®.  
Phonograph.....\$139.95 List\*  
Aux. Speaker.....\$ 49.95 List\*

## SELL THESE TOP HIGH-FIDELITY STEREOFONIC CONSOLES!

**The 'Capriccio'**—**MODEL 802**  
'Stere-O-Matic' 4-Speed Changer.  
Dual Amplifiers. Style-matched  
Speaker System optional. \$269.95\*

**MODEL 902** with AM-FM  
Tuner.....\$379.95\*

\*Slightly higher in the West.



**The 'Contempo'**—**MODEL 801**  
'Stere-O-Matic' 4-Speed Changer.  
Dual Amplifiers. Style-Matched  
Speaker System optional. \$249.95\*

**MODEL 901** with AM-FM  
Tuner.....\$354.95\*



**the Voice M of Music** \*\*

V-M CORPORATION • BENTON HARBOR, MICHIGAN  
World Famous for the Finest in Phonographs,  
Tape Recorders and Record Changers

**V-M GIVES YOU THE YEAR'S TOP PROFIT MARGIN!  
CALL YOUR V-M DISTRIBUTOR TODAY!**

\* T. M. OF V-M CORP.



#### V-M Stereo/Modular Console Phonograph—Model 580

THE MOST UNIQUE AND VERSATILE OF ALL STEREO CONSOLES! Three separate furniture pieces from one beautiful console. Use as basic console or separate in a variety of pleasing ways. 'Stere-O-Matic'® 4-Speed Record Changer • Dual Channel Amplifier • Exclusive V-M 'tone-o-matic'® Loudness Control • In rich Walnut, \$350.00 List\*



#### V-M Stereophonic High-Fidelity Console Model 811

'Stere-O-Matic' 4-Speed Record Changer • Dual Channel Amplifier • Style-Matched Speaker System • 'tone-o-matic' Loudness Control • Blonde, Mahogany, Walnut, \$179.95 List\*

#### V-M Auxiliary Speaker System—Model 14

Electronic and style matched stereophonic companion to Model 811. Blonde, Mahogany, Walnut, \$55.00 List\*



#### ANOTHER TOP V-M TAPE-O-MATIC PROMOTION!

##### Exclusive V-M 'Family Pleasure Package'

YOU CAN OFFER IT WITH EVERY V-M STEREO-PLAY TAPE RECORDER YOU SELL! A GIANTIC VALUE NO CONSUMER CAN DUPLICATE! A Sensational V-M Created Kit that sells Everyone in the Family . . . Young and Old!



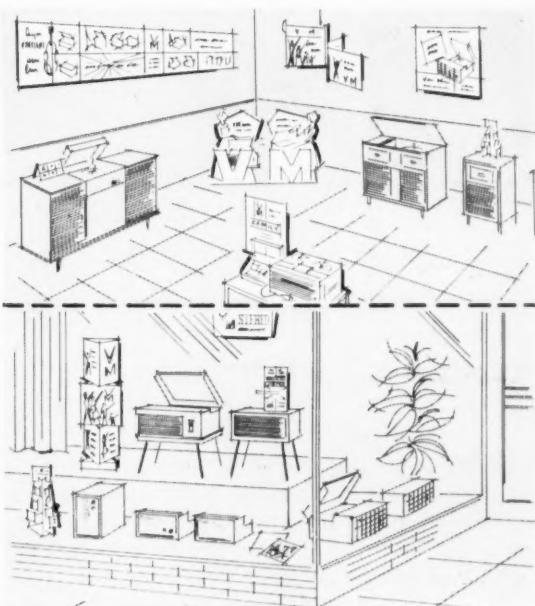
#### LOOK WHAT THIS AMAZING PACKAGE CONTAINS:

- You 'Co-Star' on tape with Hollywood stars • 'Add-the-Melody' tape recorded accompaniment • Stereo-phononic Concert—A pleasing variety of selections • Four Puppets and a 'TV' Theatre Stage plus tape recorded puppet plays for family shows! • A Zany Play Script to tape record! • A Record of unusual sound effects! • Classic Literature read by famous stars • Children's Stories on tape • Square Dances on tape (with printed instructions) • Sturdy plastic TV program-reminder cover • Big "How-To-Do-It" Manual explaining everything.

#### SELL AMERICA'S TOP SELLING TAPE RECORDER!

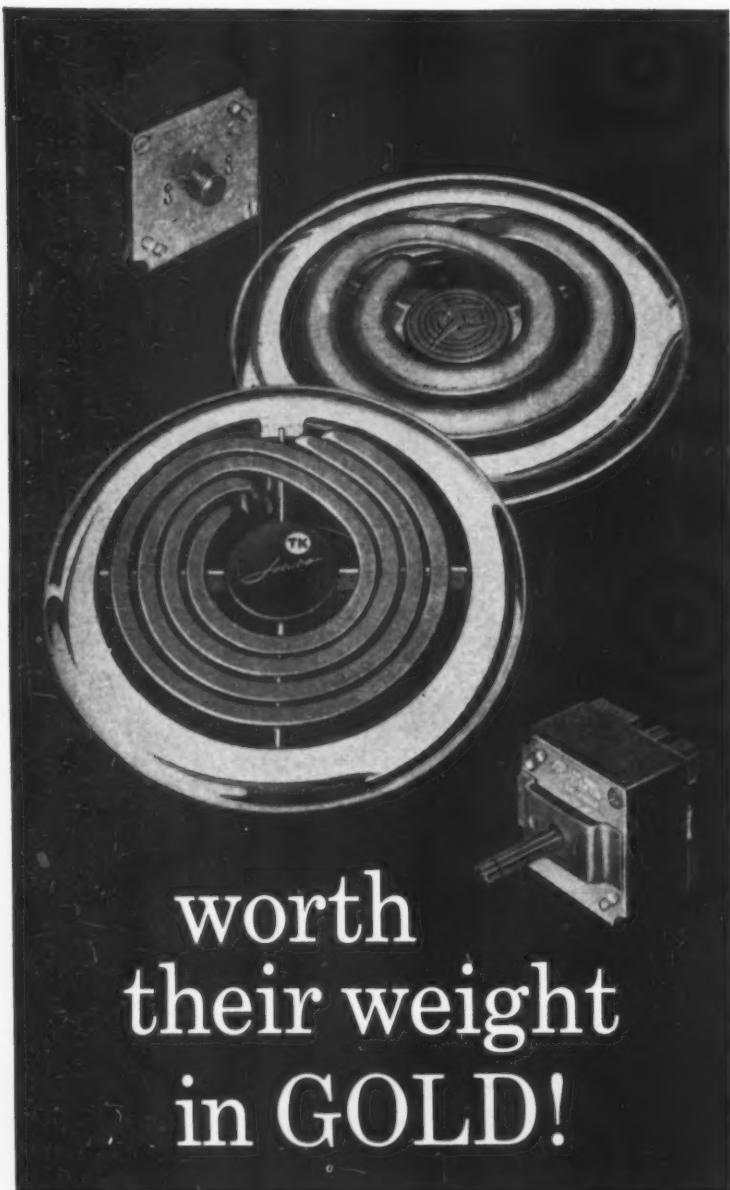
##### V-M 'tape-o-matic'® PORTABLE STEREO-PLAYBACK TAPE RECORDER—Model 714

- Plays stereo tapes • Records and plays-back monophonically
- Simple Push-Button Controls
- Cathoptic Tuning Eye for Professional-quality recording results • Microphone and accessories. \$225.00 List\*



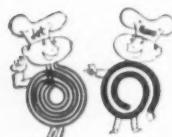
#### CREATE MORE FLOOR TRAFFIC WITH BIG COLORFUL STORE-WIDE DISPLAY!

A complete display program to call attention to all the V-M Models in your store! Fascinating "Stereo-Glo" Display, Two spectacular four-foot Product Murals, Unique National Advertising Display, Big 3-Banner Mobile Display, Triple-Triangle Display Tower, Colorful V-M Console Floor Displays, Jumbo Size 'Tell-All' Tent Cards, Model Poster, Six Individual Spot Display Cards. Everything you need is available NOW!



worth  
their weight  
in GOLD!

*Get this winning combination for greater range-servicing profits!*



Simple "Look-Alike" Replacements with minimum stocks, fast turnover. No selling needed, because you have both thin tube and Monotube® surface units.



Profitable "One-Call" Sales when you carry a stock of TK surface units and switches on your truck. A small assortment covers 90% of your customers' needs.



Fast Fill-In Of Stock and delivery of specials. More than 700 distributors carry and recommend TK range replacements, one or more near you.

You can double your sales, quadruple your profits with TK "designed with service in mind" replacement units. Write today for full details . . . or see your TK distributor.



**TUTTLE & KIFT**

DIVISION OF FERRO CORPORATION  
1823 N. MONITOR AVE. • CHICAGO 39, ILL.

Electric heating units for home and industry

## news AT A GLANCE

Ten Kelvinator dealers will attend the 1959 NARDA Institute of Management under newly announced "George Romney Scholarships". The scholarships, which include all expenses for the week-long management program in Washington, D. C., will be awarded annually to the 10 Kelvinator dealers who "contribute most to raising the stature of appliance selling in their communities during the January-July period of the year." Scholarships were named in honor of George Romney, president of American Motors Corporation, of which Kelvinator is a division.

The Permaglas division of the A. O. Smith Corporation has announced a full-10-year straight guarantee of top models of the division's domestic water heater lines. The new policy provides a 10-year unconditional guarantee and includes a 33 percent extension of protection for the home owner, with 2½ more years of full coverage being added to the former unconditional guarantee. The guarantee is backed by a corporate warranty fund set up for the protection of Permaglas owners.

The McGraw-Edison Company of Albion, Mich., has announced that it will use the brand name "Thomas A. Edison" to identify its new prestige line of air conditioners. The line which will be introduced for the first time this year carries with it a newly designed distribution system according to company spokesmen. Distributors will be given a written franchise agreement, and will be limited to those companies who sell to dealers, excluding those who retail themselves. The franchise will assign and protect distributor territories in order that a high level introduction of the new brand will be achieved and its prestige and reputation guaranteed.

Motorola consumer product sales in January were the highest on record for that month, and the company's percentage of the television industry almost 100 percent greater than in January, 1958. Company spokesmen predict that sales in the first quarter are expected to exceed \$55,000,000 a gain of approximately 35 percent over sales for the same period in 1958. For the first period the company projects sales increases of 92 percent for television, 200 percent in the record player category.



A special plaque was presented to Sunbeam Corporation at the recent N.H.M.A. show in Chicago. The award to Sunbeam cited outstanding achievement in the houseware's field during 1958, its donors, the Dallas-Fort Worth Housewares Club. Cliff Mandler, Sunbeam's general sales manager, (left, center) accepts the award from Jim Perdue, Rutherford and Perdue, Dallas, the club president, while Jack Albertson, Sunbeam regional sales manager, left, and Jack Keitz, Housewares Distributing Co., Dallas, look on.

# World's Whitest Washes Safely, Automatically with Maytag's Exclusive T.B.I. (TIMED BLEACH INJECTION)



## Maytag Timed Bleach Injection

Full-strength bleach goes in here.  
Maytag automatically dilutes  
bleach, then adds it to wash  
water at exactly the right time.

Only Maytag with **T.B.I.** lives up to the promise of whitest washes—a mighty potent appeal to women. **T.B.I.**—Timed Bleach Injection — means bleach is added to wash water

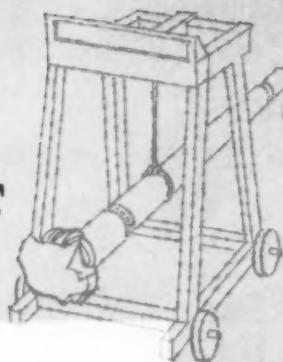
at exactly the right time, in exactly the right strength.  
Only Maytag Dealers can offer **T.B.I.**

*The Maytag Company, Newton, Iowa.*

**Another demonstrably better feature from...**

# MAYTAG

**TIDE GIVES YOU  
HEAVY  
ARTILLERY  
WHERE YOU NEED IT**



**The Tide Factory Pack Plan**

So simple, but it packs a wallop. With Tide, women get the best possible results from the automatic washers you sell. That is why 25 manufacturers pack Tide in their automatics right at the factory. They know, with Tide you'll satisfy more customers and sell more machines.

**The Tide Premium Plan**

Proved effective wherever it's used. By offering a box of Tide to watch an automatic washer demonstrated, a large supply to help clinch the sale—dealers report greatly increased washer sales. And they sell more machines at *their* price. Ask your Tide Appliance Trade Representative for details.

**The Tide Home Demonstration Plan**

Aimed to abolish nuisance service calls! A Tide Home Demonstration makes a woman confident of her new automatic—gives her faith in the store that sold it to her. She won't be troubling you with in-warranty service calls that cut your profits. And—for each Tide Home Demonstration you receive a CASH BONUS. Ask about it!

**Tide Cooperative Advertising**

Double-barreled effectiveness—your message goes out with ours. Tide's national advertising reaches about 70% of all U. S. homes 9 times a month. A large share of this advertising features the automatic washers you sell. *Just one more of the many ways in which Tide takes an active interest in the automatic washer industry—and in the men who make, service and sell the machines.*

For complete details on each of these programs and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

PROMOTE  
WITH  
**TIDE**

25 manufacturers pack Tide in their automatics!  
More housewives use Tide than any other washday product made!

# news AT A GLANCE

The electrical industry will join forces in sponsoring a 30-page all-electric living section in **Life Magazine** on September 14, 1959. The section, part of the "Live Better Electrically" program, is based on the all-electric Medallion Home and will, according to program spokesmen, be the biggest general magazine advertisement ever run. The 30-page section will include approximately 20 pages of advertising by manufacturers and EEI, representing the electric utilities, plus 10-pages of editorial-style advertising explaining the Medallion Home concept and dramatizing the benefits of all-electric living.

**Emerson Radio and Phonograph Corporation** and subsidiaries report a decided improvement in sales and earnings for the fiscal year 1958. Consolidated net sales for the fifty-two week period ended October 31, 1958 was \$58,401,179 as compared with \$54,803,069 for the previous year. Consolidated net profits after taxes amounted to \$1,410,009 as compared to 1957 net profits of \$138,431.

**United States Steel's** first 1959 "Steelmark" newspaper service is a special home improvement edition, produced in cooperation with the American Newspaper Publishers Assn., and designed to tie-in with the newspaper industry's total selling program. The 10-page format is similar to U. S. Steel's successful "Operation Snowflake" newspaper service, and is being mailed to advertising managers and editors of daily newspapers. Included is a 2-page insert devoted to suggested advertising designed to stimulate selling of both electric and gas-fueled equipment advertising.

**Waste King Corporation** net earnings for the nine months ended December 31, 1958 amounted to \$550,206, up 46.2 percent from \$376,214 in the comparable period a year earlier. Waste King is currently seeking to acquire control of Cribben and Sexton, Chicago appliance manufacturer, through purchase of a majority of its common stock.

Plans have been made for the first general exhibition of the **French Electrical Engineering Industries** ('Electrama'), to be held in Paris, June 12 to 28. Included among the featured equipment to be shown will be the latest French designs in both electrical appliances and home heating equipment.



An advertising campaign of increased intensity is being planned by Morphy-Richards, Inc., in behalf of their Astral portable refrigerator. Talking over the campaign are, (left to right), Richard E. Fredericks, president of Fredericks and Co., advertising agency; Jerry Agate, New York distributor for Astral; James B. Stark, president of Morphy Richards, and Jerry Bellew, Newark distributor for the company.

*This is Dearborn*

*Quality in Action.*



THE  
*Satellite*

PORTABLE AIR COOLER

**ANYTIME ... ANYWHERE . . .** The Dearborn SATELLITE is ready to go with personal cooling comfort. A great new addition to the highly-regarded Dearborn air cooler line, the SATELLITE will become a favorite for personal air cooling. Crisp, tailored good looks . . . quiet operation . . . unusual quality of construction . . .

tion . . . and all-directional air flow control are some of the SATELLITE selling features that will sell for you . . . please your customers! Quality products like the SATELLITE, brought into action through Dearborn's lively merchandising and advertising program, add up to profitable selling in your store.

**Dearborn Quality-in-Action means product, program, promotion, and profit.**

The SATELLITE embodies all of these:

**Water flow regulator**

Adjusts easily to give just the right amount for maximum cooling operation.

**Non-spill filling funnel**

Makes re-filling the Satellite with water a simple, safe operation.

**Twin impeller pump**

Assures full constant even flow of water over pads no matter how low the level.

**Rounded cabinet edges**

The Satellite will never scratch any surface. Safe to use anywhere in the home.

**Side hand grips**

Means the Satellite can be moved easier, with never a worry about tipping when it is full of water.

**All-direction air control**

Dearborn's louvers move easily, up and down, and to either side. Puts cool air in any direction . . . or all directions!

**Easy grasp knobs**

Large and beautiful, the control knobs on the Satellite are specially designed for customer ease in controlling power and water flow.

**Two-speed motor**

Rubber mounted for quiet, vibration free operation. Powerful too, the Satellite is rated at 2800 f.p.m.

\*Patent pending

**Dearborn®** AIR COOLERS

DEARBORN STOVE COMPANY, DALLAS, TEXAS

Regional offices: Dallas, Atlanta, Chicago, Los Angeles, and San Francisco

Complete Dearborn displays at the Merchandise Mart: Chicago and San Francisco





## for motor-driven appliances

Performance and appearance—the principal points of interest to your customers when buying motor-driven appliances—rate "tops" in devices powered with Lamb Electric Motors.

High sales appeal, resulting from these features, assures good turnover—one of the reasons why leading dealers the country over like to handle appliances motored by Lamb Electric.

**THE LAMB ELECTRIC COMPANY • KENT, OHIO**

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ont.



Motor for air conditioning applications.



Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.

**Lamb Electric**  
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

## news AT A GLANCE

A \$20,000 feature-of-the-month contest for electrical appliance dealers and distributors will spearhead the 1959 promotional activities of the **Dominion Electric Corporation**. Each month during 1959, an outstanding Dominion appliance will be featured in leading trade publication advertising. Each advertisement will carry a coupon to be filled out and returned to Dominion. At the end of each month 13 dealer coupons will be drawn, and their senders contacted by the corporation's director of advertising. If the dealer called can correctly name three of the product features listed in the advertisement he will be awarded a \$250 retail package of Dominion appliances. Second prize will be a \$150 package, third prize a \$100 package, with lesser amounts going to fourth through thirteenth prize winners.

A \$7.6 million investment program calling for new tools, new equipment and rearrangement of in-plant facilities has been announced by **Hotpoint**. The investment program, as described to 350 dealers, winners of the annual Mr. Hotpoint of America contest, will begin immediately and expend \$5.6 million in Hotpoint's refrigeration facilities and \$2.0 million in home laundry.

**Packard-Bell Electronics Corporation** sales for the first quarter ended December 31, 1958, increased 50 percent to an all-time high and profits were 93 percent above those registered for the same period a year ago. Sales amounted to \$12,869,602 as compared to \$8,554,431 for the first quarter of fiscal 1958.

**Teter, Inc.**, of Chicago, Ill., has announced the purchase of all equipment for the production of water heaters from A. J. Linderman and Hoverson Co. The equipment will be used in conjunction with Teter's recent \$150,000 building expansion designed to meet increased demands for their water heaters.



Waste King Corp., Los Angeles, uses the approach pictured above to demonstrate the sound deadening features of its Imperial Hush garbage disposer. The portable kit consists of the shell of a disposer and an electric bell suspended from the top closure by a rubber band. A. L. Haggard, Waste King's vice president, marketing, (right) shows Marshall Gibbs, the company's northern California district sales manager just how effective the disposers outer shell is as a sound deadener.

no  
close  
profit-shaves  
with  
**FASCO**  
Fans

FASCO INDUSTRIES, INC.  
Rochester 2, New York

**BIG**  
**EXTRA PROFIT**  
only **FASCO**  
has 2 PLANS  
1. Big Extra Profit  
2. Or Protection

If you missed us at the show, our  
representative would be pleased  
to call and give you all the details.  
Just send coupon to:

FASCO INDUSTRIES, INC., Rochester 2, New York

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

EM 350

Only Hotpoint gives you Refrigerator-Freezers with both...

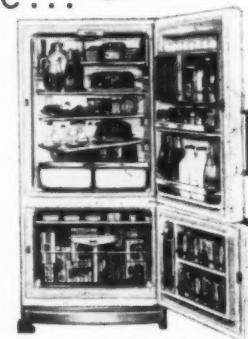
# *new* Swing-Out Shelves



Unlike any you've seen! Adjustable...  
removable...hold full capacity...  
no center or side poles

Swing more sales your way with Hotpoint's Swing-Out Shelves! A completely new design eliminates awkward center and side poles. Reinforced rod-type aluminum construction supports full capacity loads. Shelves swing foods in back out front at a

touch. They adjust up or down without difficult adjusting mechanisms, and remove completely for easy cleaning. Available in either right or left hand door models—shelves swing the same way as the door. Point for point, it's the story to push for profits.



Model 9EN14  
14.2 cu. ft. SWING-OUT  
Refrigerator-Freezer

for the most competitive story ever sold

# new Reserve Coldpower



Keeps foods fresh  
up to twice as long  
...without fans!

Another big Hotpoint difference that means extra sales for you! Reserve Coldpower system acts instantly to restore cold lost through frequent door openings. No cold air blasts to dry out food—air circulates naturally to every corner of the refrigerator without fans.

## plus Frost-Away Automatic Defrosting

**Giant-Capacity Real Freezers**—give more usable space...insulated on all six sides for more even temperatures.

**New No-Spill Ice Trays**—guards help prevent spills on the floor. Extra-long handles for easy cube removal.

**Butter Bin with Spread Control**—keeps an ample supply at desired consistency. Cheese Keeper, removable Egg Rack.

**Extra Stor-Ability**—deep tall bottle shelf in door...giant capacity twin porcelain crispers keep fruits, vegetables fresh.

**Easy Clean-Ability**—everything comes out. No center poles, rails or other permanent fixtures to catch dirt.

**New Offset Hinges**—require only minimum clearance for wide door openings, full accessibility to all foods.

TIE-IN, CASH-IN ON THE PRE-SELL POWER  
of Swing-Out National Advertising in  
**POST**      **LIFE**      **Good Housekeeping**  
March 28      May 27      May  
and the

DREAM KITCHEN DAYS PROMOTION  
backed by Hotpoint  
National Consumer Advertising in  
**LIFE**      **American Home**      **POST**  
April 6      May      May 16  
Contact your Hotpoint Distributor for details



Hotpoint Dealers' profit opportunities are greater than ever before...  
If you're not a Hotpoint Dealer—you should be!

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)  
A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALS\* • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

# Manitowoc Now Brings You

**8 FAST-SELLING MODELS**

**NEW 2-zone**

The new FZ-195 meets needs of the expanding small-family market. This 2-Zone is free-standing but looks like a built-in. Capacity is ideal — 9 cu. ft. for refrigeration, 8 cu. ft. for freezing.

Promote it... and profit!



Manitowoc 2-Zone (Model FZ-240) with 10 cu. ft. for refrigeration, 11 cu. ft. for freezing — 69 7/8 x 36 x 24. (Also available as built-in)



## New Line of Chests . . .

Capacities of 16 or 20 cu. ft. — most compact chests you ever saw.

Manitowoc Model F-220  
... 22-cu.-ft. freezer for 770 lbs. of foods — 69 7/8 x 36 x 24. (Other uprights available in capacities of 18.5 cu. ft. and 14.1 cu. ft.)



## Manitowoc Appliances

Manitowoc Equipment Works, Manitowoc 45, Wis.

SEND COMPLETE MERCHANDISING DETAILS.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY STATE \_\_\_\_\_


MAIL THIS COUPON NOW!

## PROFITS

under a plan of  
**PROTECTED  
TERRITORIES**

The  
**COMPLETE  
FREEZER  
LINE**

... built on  
principles of  
**ADVANCED  
ENGINEERING**

for  
**GREATLY  
REDUCED  
SERVICE  
PROBLEMS**

... promoted by  
**NATIONAL  
ADVERTISING**

... sold under a  
**SPECIAL  
PREMIUM  
PLAN**

... backed by  
**APPROVAL  
SEALS**

... and proved by  
**SPECTACULAR  
GAINS IN  
DISTRIBUTION**



**WE  
MANUFACTURE  
EVERYTHING  
WE SELL**

**One source and  
one responsibility  
for fast service,  
low cost**

1022

# people IN THE NEWS



L. C. TRUESDELL

**Zenith Radio Corp.**—L. C. Truesdell, vice president and director of sales, has been elected a member of the corporation's board of directors.



WARREN W. SCHWED

**Eureka Williams Corp.**—Warren W. Schwed has been named director of advertising and public relations. Schwed, who has been directing the company's public relations now assumes responsibility for advertising and promotion as well.



OWEN H. KLEPPER

**Philco Corporation**—Owen H. Klepper has been appointed advertising and sales promotion manager for home laundry equipment and air conditioners. Prior to his new appointment Klepper carried a similar title for electric ranges, air conditioners, and Citation kitchen appliances.



GLENN A. HONNER

**Toledo Desk and Fixture Co.**—Glenn A. Honner has been appointed sales manager of the Crane Kitchen division. Honner, prior to his appointment as sales manager was manager of factory sales.



RAYMOND C. CLEVENS

**Symphonic Electronic Corp.**—Raymond C. Clevens has been named to the newly created position of vice president in charge of sales. Clevens formerly held the title of general sales manager.



**Granco Products, Inc.**—Herbert A. Frank has been named director of sales. Frank was formerly national sales manager for Steelman Radio and Phonograph and one time divisional manager for CBS-Columbia.



**Radio Corporation of America**—B. S. Durant has been named field sales manager for the television division. Durant was formerly administrator for color television coordination.



**Hoffman Electronics Corp.**—W. C. Schultz has been appointed to the new post of national field sales supervisor for the consumer products division. Schultz was formerly sales manager for the gas refrigeration division of the RCA Victor Distributing Corp., Los Angeles.



**Iona Manufacturing Co.**—Gerald F. O'Rourke has been named director of sales promotion. O'Rourke was formerly a sales representative for the Monroe Calculating Co.



**Waste King Corp.**—Dick D. Conley has been named district sales manager in the Philadelphia, Pa., marketing area. Conley was formerly associated with Graybar Electric Company.

THE LATEST NEWS IN CLOCKS

FROM THE GREATEST NAME IN TIME!

WESTCLOX full profit ideas  
for more kitchen clock sales!

## Sensational **8110 assortment**

**FREE! PERMANENT  
SELLING DISPLAY THAT  
HANGS OR STANDS!**

- your complete electric wall clock department in one compact unit!
- all fast-moving styles, finishes and colors!
- big volume price range: \$4.50—\$12.95!

**dealer cost \$37<sup>04</sup>\***

**8110 assortment includes:**

- |                            |                     |
|----------------------------|---------------------|
| #1305 Glendale white (new) | #1285 Frolic Yellow |
| #1147 Frill Copper (new)   | #1160 Spice Yellow  |
| #1370 Wallmate Red         | #1164 Spice Chrome  |
| #1370 Wallmate Turquoise   | #1440 Orbit White   |

**FREE! Attractive permanent display!**



## Slim-line, flush-mounting **monitor** executive wall clocks

- crisp, clean modern styles for home, office or store
- extra-thin, flush-mounting metal cases
- sales tested for fast turnover
- plus value features: current interruption signal; re-set knob; convex dial, crystal

*World's Largest Manufacturer of Timepieces!*

*Westclox is your full profit line!*



**Monitor "12"**

#1386 Desert Tan retail price **\$13.95**

dealer cost **\$8.81**

#1387 Chrome ... retail price **\$15.95**

dealer cost **\$10.08**

**Monitor "10"**

#1384 Desert Tan retail price **\$13.95**

dealer cost **\$8.81**

\*Includes 5% quantity discount on 6 or more Westclox electric clocks

**WESTCLOX®**  
**electric**

MAKERS OF BIG BEN • DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS

Above are suggested retail or Fair Trade prices and subject to 10% Federal Excise Tax.

# **YORK**

## **DARES CUSTOMERS TO LOOK INSIDE**

**...Prove to themselves how**

## **YORK'S COMPLETE LINE OF ROOM AIR CONDITIONERS CUT HUMIDITY 30%!**



Thousands of these "Look Inside" books will go to prospects answering National Advertising...be ready for the "Show-Me" traffic this promotion will develop. Order your demonstrator through your York Distributor now.



Now, with this sensational "look inside" demonstrator, you can prove to your customers how York Room Air Conditioners cool faster and remove 30% more humidity. This convenient table-top display visibly demonstrates how moisture sprayed at an ordinary cooling coil passes right through the coil onto a sheet of paper—and how air passes through while moisture is forced to turn and ricochet around York staggered tubes and rippled fins and cannot get through.

Plenty of traffic will be built by major advertising in national magazines, TV, and your own local newspapers promoting this most convincing York Challenge demonstration.

Prospects answering the ads will get the daring "look inside" booklet which lists York's exclusive features and challenges them to go out, shop, compare, and see the difference. Be ready to prove the York story. Call your York distributor today and get full details on the "look inside" demonstrator.

### **PLUS**

**Every order, Every sale of York Room Air Conditioners let you earn bonus certificates for:**

Valuable Silver Prizes



A Trip to Nassau



A Trip to London



A Trip to Paris

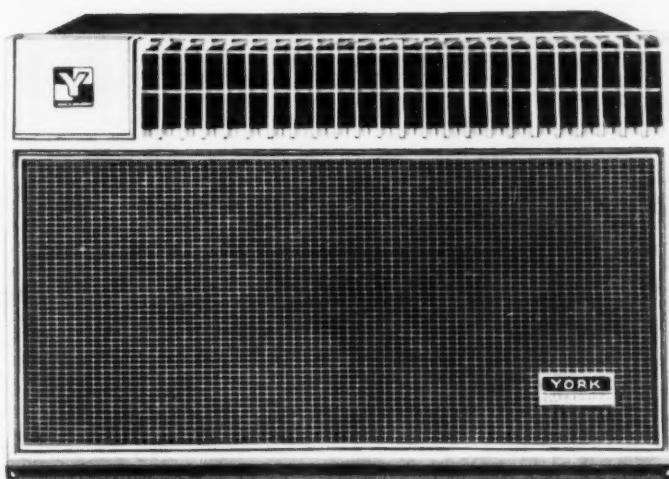
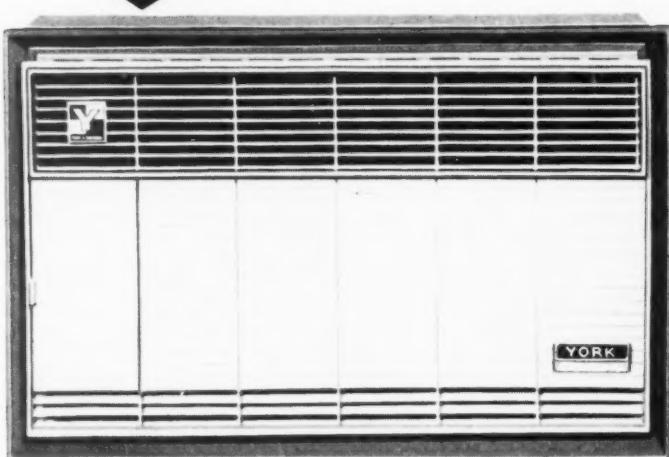




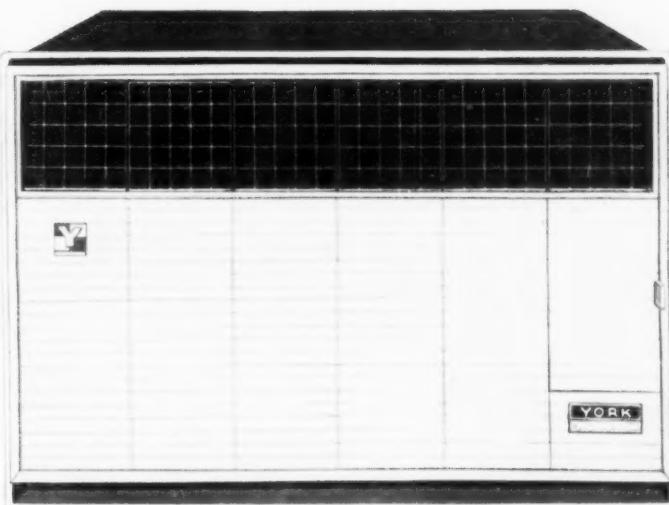
**YORK MEDALIST:** This tiny, compact 115 volt,  $7\frac{1}{2}$  amp. unit uses less current than an electric toaster and can be easily installed by the homeowner. It is also available at 230 volts and as a reverse-cycle heat pump for between seasons heating.



**YORK CITATION:** This handsomely designed unit features "Floating Front" styling which highlights any decor. The wide variety of models includes 115 volt (12 amp.), 230 and 208 volt units as well as reverse-cycle heat pumps for supplementary heating.



**YORK METROPOLITAN:** This ultra-quiet...heavy-duty unit is available in 115 volt (12 amp.), 230 and 208 volt models. In addition, it can be supplied as a reverse-cycle heat pump and in the "library quiet" Acoustamatic design.



# YORK

YORK CORP., SUBSIDIARY OF BORG-WARNER CORP., YORK, PA.

Air-conditioning, Heating, Refrigeration and Ice Equipment • Products for Home, Commercial and Industrial Installations



**BORG-WARNER**  
**RESEARCH & ENGINEERING**  
**MAKE IT BETTER**

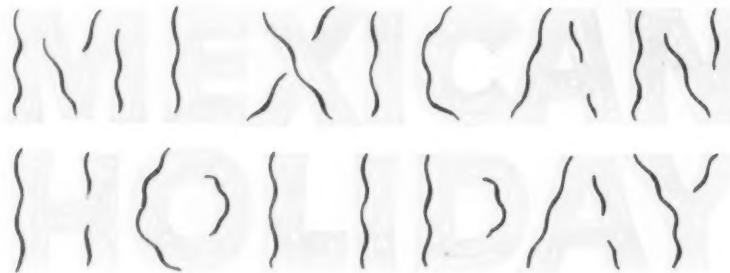
*It's the best deal  
on the street...*

ONLY

12

# SYLOUETTES

TAKE YOU ON THE  
SYLVANIA



Hundreds of dealers are ordering SYLOUETTES . . . selling 'em at big profits and are going to take off for Acapulco, FREE.

#### NOW IS THE TIME TO ACT!

You still have until March 15 to qualify for a fabulous all-expenses-paid full week in Acapulco, compliments of Sylvania. Join these dealers and hundreds of others who are selling the profit-loaded SYLOUETTE and going to Acapulco for the time of their lives!

For only 12 Sylouettes you can qualify for this trip, so fabulous, so perfectly planned, you couldn't buy it anywhere! Choose any mix of 1959 Sylouette models.



**Ed Whitehead—  
Ed Whitehead's, Evansville, Ind.**

"On no other sponsored trips have I received the hospitality and royal treatment you fellows at Sylvania so generously provide."

"Needless to say I have already purchased enough Sylvania Sylouettes to qualify—"

"A lot of retailers sure don't know what they are missing by not having the Sylvania line."

**FREE!** You'll fly to Acapulco non-stop on specially chartered luxury airliners — Deluxe service including cocktails and delicious meals served with choice wine. Here's a trip you'll remember the rest of your life!

**FREE!** You'll thrill to exciting deep sea fishing in the world-famous waters off the coast of Acapulco. At your leisure . . . you can play golf, relax on the beach and dance under the stars.

**FREE!** You'll stay at a new, luxurious, fully air-conditioned resort hotel on Acapulco Bay. Relax at the beautiful pool. Enjoy the finest of American or Mexican Cuisine, entertainment and parties galore.

**FREE!** You'll be invited to watch one of the greatest thrills in the world! See native divers plunge from the dizzy heights of the Acapulco cliffs into the turbulent ocean inlet below.



**Luther P. Pepper—  
Pepper Radio & Television, Selma, Ala.**

"This past year was our most successful year since we have been in business . . . we are handling only Sylvania TV, Radio and stereophonic High Fidelity. Dollar for dollar, we can offer the consumer more TV value than any of our competitors."

"I am looking forward to the Sylvania trip to Mexico."



**C. D. McMullin—  
DeVeaux Television and Appliances,  
Toledo, Ohio**

"We have already qualified for two trips in the first three days . . . and want to take this opportunity to thank everyone concerned, who have made this possible."

"Sylouette is one of the fastest selling lines in our store, and we attribute it to —unique styling—trouble-free chassis—and good price structure."

"See you in Acapulco!"



**Mort and Emogene Brayer—  
Mort Brayer's Radio & TV Company,  
Phoenix, Ariz.**

"My wife and I are writing to thank you for the wonderful time we had in Nassau (1956 Sylvania trip). The first-class transportation—fabulous hotel—and delightful entertainment made this trip a second honeymoon for us."

"Looking eagerly forward to meeting all the Sylvania gang in Mexico."

*Call your Sylvania Distributor Today!*

# new products

ANNA A. NOONE Editor



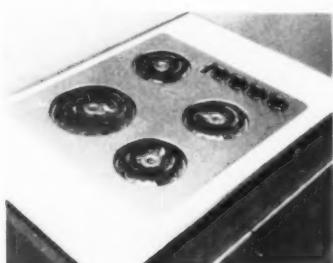
Stiglitz Debon-Aire double oven

## Stiglitz Ranges

Stiglitz announces a completely new line of built-in electric ovens and cooking tops under the trade name "Debon-Aire".

Among the features of the chrome lined ranges is wrap-around fiberglass insulation, chrome plated oven racks that flip out for easy cleaning, automatic clock and timer, and separate quick heating pastry oven for browning rolls, pies and pastry. All electric ovens come in a choice of six colors; turquoise, brush chrome, yellow, sand, pink and coppertone.

Cooking tops, which have two or four-burner units, have Thermo-Magic controls, and Imperial Deluxe Debon-Aire features a large built-in griddle between four burners. Cooking tops take only three inches of space leaving ample room for drawers underneath. Stiglitz Corp., 2007 Portland Ave., Louisville 3, Ky.



Frigidaire cooking top

## Frigidaire Cooking Top

A budget-priced, built-in cooking top, designed for 24-inch wide

cabinets has just been introduced.

The new cooking top features four fast-heating, sealed electric units, and quick, "snap-in" type installation. Space saving design of the cooking top housing extends only 3½ inches below the top of the counter thereby providing room for drawer installation in counter below. Self-cleaning Radiantube heating units, of the same design as those used in Frigidaire's free-standing ranges are positioned in staggered arrangement. All swing up to provide for easy cleaning. Fingertip controls are arranged in a vertical line on right side of cooking top. Unit comes in satin chrome finish. Frigidaire Div., General Motors Corp., Dayton 1, Ohio

## Waste King Dishwashers

Waste King has introduced eight new models in a deluxe line of dishwashers and eight budget-priced custom units.

The deluxe line includes new under-counter, free-standing, convertible and "Convert-Table" mod-



Waste King Convert-Table dishwasher

els, each of which is available with or without a wetting agent injector system to assure spot-free drying. All eight models in the line feature pre-wash and pot and pan cycles designed to eliminate pre-scrubbing of articles to be washed. Features common to both the deluxe and custom lines include quieter operation; improved racking; increased capacity; and a corrosion-resistant polyvinyl tank and door coating.

"Convert-Table" model has a 47½ by 26½-inch Formica drop-leaf top which can be used as bonus working surface, breakfast counter, or mobile bar. Sound absorbing

insulation and "Hush Cushion" mounts eliminate motor clatter and vibration, and Fiberglass insulated panels are employed to subdue splash of swirling water. Both deluxe and custom dishwashers are available with easy-to-change front panels, and in a variety of colors, copper, stainless steel, or natural wood.

Price of the deluxe under-counter unit, \$349.95; free-standing, \$374.95; convertible, \$409.95; and "Convert-Table", \$469.95. Custom under-counter, \$299.95; free-standing, \$324.95; convertible, \$359.95; and "Convert-Table", \$419.95. Waste King Corporation, 3300 East 50th St., Los Angeles, Cal.



Woman's Friend Super Regent 59-SRPT

## Woman's Friend Washer

Top washer in 1959 Woman's Friend line is the Super Regent, Model 59-SRPT.

Unit, available in choice of six pastel colors, has patented "fill 'n drain" hose system which permits filling and draining washer at kitchen sink. Wringer features easy reset lever and top section is hinged at outer end so that straight up and down motion resets tension on rolls. Regent has extra long, extra flexible "Flexi-Flit" drain hose.

Price: Super Regent, \$189.95; Regent, \$179.50; four other models in 1959 line, range down to \$99.95. Woman's Friend Washers, Findlay, Ohio.



Caloric 30 inch range

## Caloric Range

Latest addition to the "Three" series gas range is this 30-inch unit, available in both standard and deluxe versions.

Extra-capacity oven has silicone door seal and chrome non-tilt racks. Rotisserie will fit in oven, can lift out as desired. Other features include: push-button electrical switches; dripless main top; chrome handles; drop-in burner bowls and individual grates. Extras include Thermo-Set top burners and backguard with clock, and convenience outlet. Comes with triple top burners, smokeless hi-lo broiler, removable top burner drip trays. Caloric Appliance Corp., Jenkintown, Pa.



Cribben & Sexton surface unit

## Cribben & Sexton Built-Ins

Cribben & Sexton announces its new line of 14 gas surface cooking

*Continued on page 130*

**Spring's ahead**

Get ready for the  
BIG Portable Radio  
Season!

# Motorola Portable



## Get this pilfer-proof display

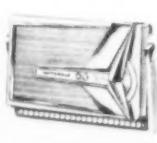
**Motorola offers a Portable style, size, power requirement, price to fit any purse . . . any purpose**

Sell with complete confidence, knowing Motorola dependability backs you in every set you sell without a penalty to your profits.

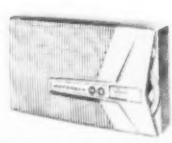
Once your prospects hear the superiority of Motorola sound, it boils down to their simple decision in picking the style, color, and size they like best.



**Powerful Two-Band "Weatherama" Transistor Pocket Radio.** Model 6X39. Receives Long Wave Aeronautical and Marine Beacon Band as well as Standard Broadcast programs. Power 10 PLACER Chassis. Two, ferrite rod antennas in rotating handle.



**Handsome 7-Transistor Portables in "His" and "Hers" Styling.** Model 7X24. Precision engineering plus luxury styling. "His" in Suntan Morocco grain, "Hers" in White Elk grain. Both with gold-finish back and trim. Power 10 Chassis.



**Popular-Priced Transistor Portable in Sleek, Sweep-Wing Styling.** Model 6X28. Hand-size impact-resistant molded cabinet. Exclusive Power 8 Chassis. Recessed tuning controls. Magnified tuning lens. 2-magnet motor-driven speaker.



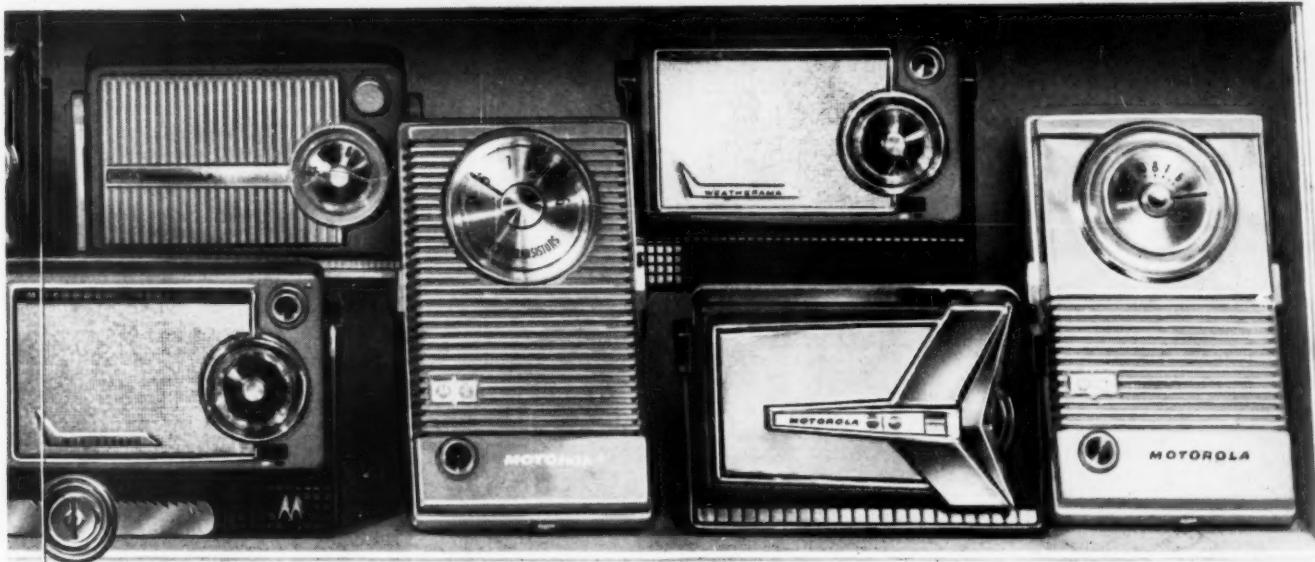
### PRIME EXAMPLE OF OUTSTANDING LINE

is the Model 8X26 . . . most powerful pocket radio the world has ever seen! 5 TIMES MORE POWER to get stations (with extra amplifier transistor in RF Stage), 9 TIMES MORE POWER to reject unwanted stations (with 3-section gang Tuning Condenser), 30% MORE AUDIBLE VOLUME without distortion (with new Audio Transformer). PLAYS HUNDREDS OF HOURS on penlite batteries that cost 17¢ each (as do all Motorola Transistor Portables).

# Transistor Promotion

Fill in your stocks  
**NOW**

with appealing new,  
factory-fresh  
Motorola Portable  
Radios.



## with purchase of only 12 sets!

FLEXIBLE NEW DESIGN OFFERS MAXIMUM PRODUCT VISIBILITY wherever traffic is greatest, yet display is virtually pilfer-proof. Stands on counter... mounts on

wall... or fits in Motorola Vendomatic Merchandise Mart. This beauty will display up to 12 Motorola Portables behind sliding glass doors you can lock.

**Both display and complete Portable Radio stock ready for immediate delivery. Call your Motorola distributor TODAY.**



# MOTOROLA

BRAND  
NAMES

# new products

Cribben and Sexton (cont'd)

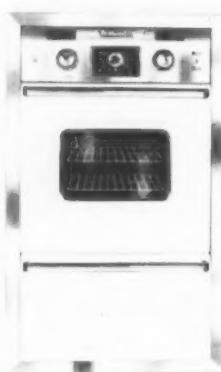
units and five oven and broiler units.

**Surface units** have removable, chrome-finished burner bowls and are offered in two and four-burner models, with either top recessed controls or front panel mounted controls. Built-in ranges are available in five decorator colors, fit standard cabinet openings. Top unit here is oven and broiler with automatic clock-control, picture window door, oven light, ready indicator, automatic motor-driven rotisserie and Roastender meat probe temperature indicator. Broiler section features pan which drains fats and greases away from open flame. Cribben & Sexton Co., 700 N. Sacramento Blvd., Chic. 12, Ill.

## Vernois Built-In Ovens

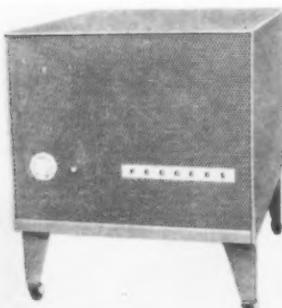
Three, all new electric built-in ovens have been released to dis-

tributors, Broilmaster models 249 EC, 249 E and 249IE.



Vernois built-in oven

Features of all units include automatic temperature controlled oven broiling, clock controlled oven



Fedders Dehumidifier



Fedders Four Seasons Air Conditioner

## Fedders Air Conditioners

Fedders announces 25 window, 18 wall-fit, and eight central air conditioners for 1959.

**Window units** include four, Four Seasons models, six heat pumps, and 13 regular cooling models, and two commercial and residential models. Regular cooling units run 1, 1½ and 2-hp, on 115, 208 and 230-volts. One is a 7-amp unit. Heat pumps are 1, 1½ and 2-hp jobs, also on same voltages. Four Seasons units, both regular and Wall-Fit, are all 1-hp, on 208 or 230 volts. Otherwise Wall-Fit units are 1-hp, except for two 1½'s, on 115, 208 and 230 volts. Adaptonic are 2 and 3-hp units, 1 and 3-phase.

**Highlight models** of the straight cooling line is a 2-hp unit equipped with two evaporators and two condensers, for use in a window or a transom. The other is a 1-hp unit for use on 115 volts. Highlighting the heat pumps is the Custom Four

Seasons, with full time compressor and requiring only 1800 watts of supplementary heating. Heating capacity is 14,000 BTU's at 25 degrees and 10,000 BTU's at zero degrees. Main thermostat automatically turns from cooling to heating and back again.

**Wall units** in the Four Seasons series also have automatic thermostat. Standard is volume control for regulating amount of air flow, and voltage compensator. Sleeves of 10 units are 14 inches front to back, while remainder are three inches more.

Featured model in Adaptonic heat pumps is a 3-hp unit with cooling capacity of 36,000 BTU's and heating capacity of 62,700 BTU's at 10 degrees below zero. A dehumidifier also introduced has an automatic overflow valve, warning light and humidistat. Fedders Corp., 58-01 Grand Ave., Maspeth 78, N. Y.

broiling, automatic oven baking, eye level controls, and ease of installation. Rotisserie for rotary baking or broiling available as an optional feature. Ovens available in satin chrome, and porcelain shades of white, coppertone, pink, blue, yellow and turquoise, fit cabinet openings 22 inches wide by 38½ inches high. Electrical cable attached to the unit for electrical connection. Mt. Vernon Furnace and Mfg. Co., Mt. Vernon, Ill.

## Universal Mixer

A new Universal table mixer with twelve different speeds has been added to the 1959 line of electric housewares.

Other new features are the



Universal Mixer 6245

"Speed File" a complete guide to the correct mixing speed for every operation printed on a tab which slides in and out of a base slot, and a mixer unit light enough in weight to be removed from the base and used as a portable. 150 watt motor with permanently lubricated nylon gears gives full-load power at all speeds, and oversized chrome-finish beater blades are designed to hug sides of mixing bowl for faster, more complete mixing. U.L. approved, operates on 110-120 volts.



Son-Chief percolator

## Son-Chief Percolators

Son-Chief has added two new Magic Maid percolators to its line.

Model 420 is a fully immersible 4 to 15 cup automatic, with black plastic base and handle. Model 415 is a 4 to 15 cup fully automatic with exclusive flavor selector. Signal light follows a series of graduated colors when selector knob is moved. Unit is available in chrome with black plastic base and handle.

Price: Magic Maid percolator, #420, \$27.95; #415, \$24.95. Son-Chief Electrics, Winsted, Conn.



Dominion coffee maker

## Dominion Coffee Maker

Dominion has added a new 2-to-6 cup automatic coffee maker to its line. It has also made known the introduction of a new fry basket for skillets.

New coffee maker has preset thermometer for consistent brewing in coffee strength and flavor. Will not percolate after coffee brews and maintains heat. Has graduated cup markings, no drip spout. Styled in polished aluminum with contrasting handle. Lists for \$9.95.

Fry basket has raised ring on bottom to keep it off skillets. Also has handle which folds back for easy storage. Basket and aluminum cover are now standard with 12-inch, 4-quart skillet at \$23.95; 11-inch, and a 3-quart retailing at \$19.95. Dominion Electric Corp., Mansfield, O.



Universal Mixablen

Completely redesigned Universal Mixablen with capacity increased to 40 ounces, and new shape, with specially designed interior ribs, provides improved blending action. Selector switch provides speeds of 12,000 and 16,000 rpm. 250 watt motor operates on 110-120 volts A.C. Landers, Frary and Clark, New Britain, Conn.

## new products



West Bend percolator

### West Bend Percolator

West Bend has added two completely immersible appliances to its line of housewares, an automatic coffee maker with detachable "Mini-Wink" heat control, and an automatic 5 quart waterless cooker.

"Mini Wink" the detachable control plug, contains the thermostat and other vital elements of the heat control, and, when removed, the entire coffee maker can be immersed for easy and thorough



West Bend Waterless Cooker

cleaning. West Bend's coffee maker has 6 to 8 cup capacity, and is completely automatic, "Mini Wink" turns on when brewing starts, turns on after brewing stops, then winks intermittently to indicate coffee is being maintained at serving temperature. Polished aluminum with black plastic handle and cover knob. 110-120 volts, A.C.

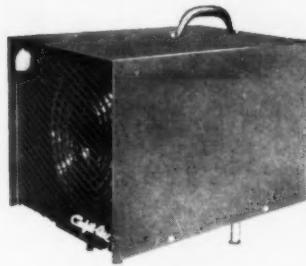
New automatic waterless cooker of 5 quart capacity features Flavoseal construction, gold color temperature guide on cover, black plastic legs, handles, and cover knob.

Prices: Percolator, \$14.95; Waterless Cooker, with cover, trivet, and heat control plug, \$14.95. West Bend Aluminum Co., West Bend, Wisc.

### Comfort-Aire Dehumidifiers

Features include a high capacity  $\frac{1}{6}$  h.p. system with Tecumseh compressor; spiral aluminum evaporator; with hose connection for  $\frac{1}{2}$  in. shower or garden hose; can be placed over basement floor drain,

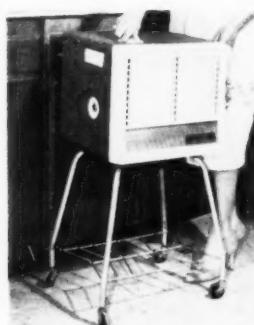
hung between joists or rafters and drip into laundry tub or other receptacle; plated steel legs; use own water container under unit on DLA-15 with integrally built-in and wired MH humidistat; provides automatic dehumidification;



Comfort-Aire Dehumidifier DL-15 and DLA-15

weighs less than 50 lbs.; carrying handle on top of unit; Freon-12 refrigerant; 4-blade fan; baked enamel cabinet; 16 x 12 x 16 in. long.

Price: \$94.95 and \$109.95 respectively. Heat Controller, Inc., Losey at Wellworth, Jackson, Mich.



Travelaire Cool-r-Heater

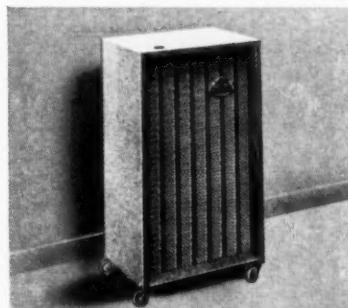
### Travelaire Cool-r-Heater

This portable evaporative air cooler with built-in heater cools, ventilates, filters, heats, humidifies and circulates air; has a 3-speed, 1/20 h.p. motor; 1650-watt heater with thermal overload safety switch, adjustable grille, and a recessed water level indicator; built-in water shut-off valve stops cooling or humidifying action when only air or heating are desired.

Leather-textured cabinet is of vinyl-coated galvanized steel; when heating-humidifying functions are combined, the unit evaporates up to 12-gal. water per day under normal winter conditions; new slide-out filter drawer makes annual replacement of filter easy; weighs 24 lbs. without water; holds 3 gal. Roll-easy stands are optional.

Price, \$54.95. Metalaire Products Co., 560 S. 15th St., Box 468, Phoenix, Arizona.

## Which of these PRODUCT IMPROVEMENTS can step up your sales?



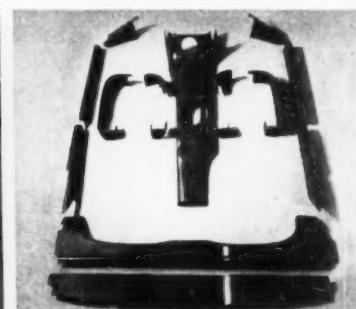
**Smarter appearance?** Eenco's Oasis dehumidifier is high-styled with a cabinet of tweed-finish COLOVIN vinyl laminated to steel. Case is pierced, notched, drawn and formed on same equipment that is used for metal alone.



**Strength without weight?** By using COLOVIN vinyl laminate, Samsonite creates a spectacularly modern shape in luggage that combines the weightlessness and strength of magnesium with the look and feel of top-grain leather.



**Indestructible finish?** At the Brussels Fair this handsome Atomium corridor featured bulkheads of linen-finish COLOVIN vinyl laminated to steel. Despite the abuse of heavy traffic, both color and finish remained fresh.



**Ease of machining?** All these parts of the Thunderbird interior are formed from leather-finish COLOVIN vinyl-on-steel. The laminate is machined on standard equipment, requires no painting, finishing, or costly hand operations.

### Get them all with this new material!

**Colovin vinyl permanently** bonded to steel, aluminum, magnesium or wood offers unlimited possibilities for restyling painted products with the authentic look and feel of fine fabrics or leathers. In production it can be machined and formed on standard equipment as precisely as metal alone, is even more damage-proof, and

requires no painting, finishing or costly hand operations.

**Get the whole story** in "COLOVIN Meets Metal." Laminate samples, colors and textures, test specifications, industrial applications, and list of laminators to whom we supply COLOVIN vinyl sheeting. Mail coupon.

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Zone \_\_\_\_\_ State \_\_\_\_\_

# Industry Moves Ahead with Plan '59 . . .

## ***To modernize now for growth and profits***

The most expensive task to be performed in America, in this new year of 1959, is the modernization of our industrial plant and equipment. This is true despite the huge expenditures on new facilities made in the past decade.

Contrary to popular opinion, and even to much learned opinion, our industrial facilities are not up to date. In a special survey conducted in August 1958, and supplemented by further interviews since that time, the McGraw-Hill Department of Economics found that it would take \$95 billion to bring all our plant and equipment up to the best modern standards. This is over \$15 billion more than the record budget of the U.S. government for the coming year.

**How did we get so far behind?** It is true that business has made record capital expenditures in recent years, but most of this investment has been to expand capacity. And in concentrating on new capacity, industry has fallen behind on the modernization of older facilities. Meanwhile, the \$8 billion a year surge of research and development has brought forth new machines and new processes, at a rate that

makes prewar and even early postwar equipment badly obsolete.

The lag between what research has promised—especially in more efficient tools of production—and what has actually been accomplished up to now shows clearly in the **AMERICAN MACHINIST** inventory of metalworking equipment for 1958. This new study, covering 167 types of equipment in 5,800 metalworking plants, shows that three out of five metalworking machines are over ten years old. This is a startling indication of how obsolete many plants have become. A 1958 machine tool is 54% more productive than one purchased in 1948. Many of the tools industry now uses are actually of 1939, or earlier, design.

### **Investment Starts Up**

Now industry's plans for 1959 show a new awareness of the need to modernize. In its surveys, conducted during the last part of 1958, the McGraw-Hill Department of Economics discovered these facts:

- (1) **Companies generally believe that a larger investment in modernization will**

**mean more profits—soon.** Most of the manufacturing companies in the surveys expect their current modernization expenditures to pay off in less than five years. With labor costs rising steadily, it is only with better, more modern equipment that most companies can hope to make these profit gains.

**(2) Industry's plans for modernization have been revised upward.** Total plans for 1959 investment, in new plant and equipment, now come to \$33 billion—compared with \$31 billion reported earlier. And most of these new plans are directed toward modernization—installing new processes or making ready for new products, developed out of the most recent scientific advances.

It therefore seems clear that modernization expenditures in 1959 will rise enough to make an impressive start on the job of updating our plant and equipment. But it will be no more than a start. Research also is moving ahead with giant strides. Plant expenditures must increase rapidly, from 1958's low level, to win the battle against obsolescence.

### How Can We Modernize Faster?

What can we do to accelerate industry's new drive for more modern plant and equipment? One aid will be an improved flow of technical information on how, and where, to modernize. With this purpose, the McGraw-Hill Publishing Company several months ago inaugurated PLAN '59, a joint effort by all its magazines to spotlight the best opportunities for modernization. During 1959, McGraw-Hill publications will continue this effort by putting special emphasis on new developments in plant and equipment.

On the key problem of financing modernization—the question "Where's the money coming from?"—the McGraw-Hill Department of Economics plans several new studies in the months ahead. The first of these will deal with the number one problem in financing: the need for adequate depreciation allowances. Such studies

are a small, but we hope a helpful, part of the total effort that is needed to modernize American industry.

### An Individual Effort

**The really vital steps in modernizing must be taken by individual companies.** The backlog of obsolete plant and equipment is widely dispersed, among firms of all sizes and in all areas. It cannot be wiped out by dynamic equipment policies on the part of a few leading firms. Not just a few, but thousands of industrial companies must take inventory of their respective equipment and compare it, case by case, with the best new machines available.

Finally, there is need for increased public recognition of the modernization problem, and for federal tax policies appropriate to a period of rapid technical change in business.

**The most important point is that the modernization drive has begun. This start can accelerate, with intelligent business and public policies, to give us truly modern industrial facilities. Plant and equipment expenditures are finally beginning to reflect the stepped-up pace of research and development. This can be a major factor in renewed economic growth and prosperity as we move into 1959.**

This message was prepared by the McGraw-Hill Department of Economics as part of our company-wide effort to report on opportunities for modernization in industry. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or part of the text.

  
PRESIDENT  
McGRAW-HILL PUBLISHING COMPANY, INC.

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PROFITABLE  
GRILL SALES

**Yard Chef . . .  
the Grill line  
with the smart,  
new look**

Deluxe Yard Chef—Model H-402



Deluxe Yard Chef—Model H-402 features the full-hinged hood with oven heat gauge, adjustable vent. Perfect for regular open barbecuing or covered (smoke type) cooking.



Hi-Lo®

## YARD CHEF OUTDOOR GRILLS

Already acclaimed by discriminating buyers as the year's most attractive, practical—and profitable grill line, the big, new Hi-Lo Yard Chef models have shattered all previous grill "standards" for design, convenience features, efficiency . . . and price.

Because . . . only Hi-Lo offers:

- More usable cooking surface
- Bigger—deeper firebowl
- Charcoal access door in grid
- Full hinged, vented hood and built-in heat gauge
- Precision heat adjustment
- UL approved rotisserie motor
- Adjustable spit forks
- Chromed tube legs and handles
- Big, rubber-tread wheels
- Gleaming Hammertone Copper finish
- Sturdy "years-ahead" styling and construction

Just one look at the Hi-Lo Yard Chef Grills and you'll see why they sell-on-sight! They're immediately available. Remember . . . the "buy-word" is Hi-Lo. Make Hi-Lo your "buy-line" now!

Other popular grills of the  
Hi-Lo line are shown below



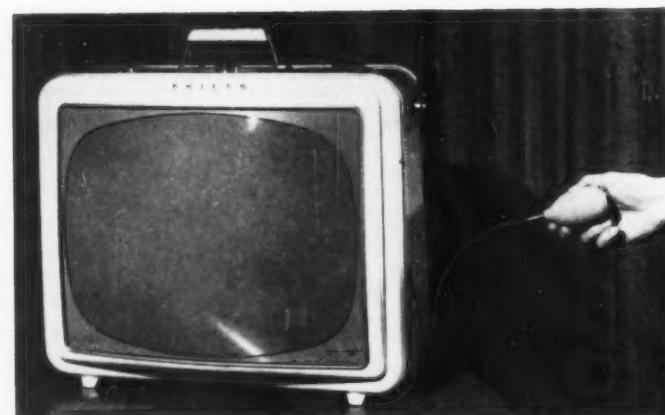
Hi-Lo Grills are manufactured exclusively by:

**UNION STEEL PRODUCTS CO.**  
Consumer Products Division  
ALBION, MICHIGAN



## new products

TV, RADIOS, STEREO



Philco "Seventeen" with remote

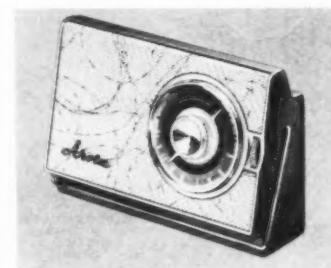
### Philco TV, Stereo, Radios

Philco announces eight new "Slender Seventeen" portable TV sets and three new 21-inch TV's; three single-cabinet stereo high fidelity units; and eight transistor radios.

Featured on the portable TV sets is built-in squeeze-bulb remote control, a new "pivot-tenna" and carrying handle. Brief case size 17-inch portables range in price from \$179.95 to \$209.95. One 21-inch set is a swivel console, with twin speakers and remote control, priced at \$249.95. A similar set without remote is \$10 cheaper. A caster console with two speakers lists for \$279.95.

"Stereo dars" for wide angle deflection of sound form part of the

Leather case is optional at \$3.50. A 5-transistor set with 2½-inch speaker lists for \$34.95. Leather case is optional at \$3. Also in the line is a 3-transistor leader at \$19.95 and three 7-transistor models in leather stylings priced at \$49.95 and \$59.95. Speakers are 2¾ and 4-inch depending on the model. A 3-way portable, AC, DC or battery is in the line at \$29.95. Philco Corp., Tioga & C Sts., Philadelphia, Pa.



Arvin radio No. 9595



Philco transistor radio T-60

### Arvin Transistor Radios

Two transistor portable, "camera" size, radios are introduced by Arvin. Designed as combination table-portable sets each has 4 standard C size flashlight batteries; 3-in. speaker.

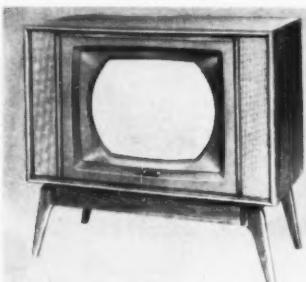
No. 9595 has 7 transistors plus 2 germanium diodes; 140 milliwatts maximum output; "duo-dial" reads 2-ways: when upright as portable or lying flat for table use; carrying handle tucks away; weighs 1¾ lbs.; 7-in. long, 5 in. high and 2½ in. thick; plug-in facilities for use with earphone; available in black, gray or white; ten leatherette carrying case optional.

No. 7595 "Loudmouth" has 4

## How to Tell a Young Adult (3rd in a series)

transistors and a diode in reflex circuit; 50 milliwatts maximum output; more than 100 hrs. battery life; same size as No. 9595 and 2 oz. lighter; comes in red or black and white with tan leatherette carrying case optional.

Prices, No. 9595, \$39.95; No. 7595, \$29.95. Arvin Industries, Inc., Columbus, Ind.



Packard Bell color TV model 21CC-2

### Packard Bell Color TV

Packard Bell has announced introduction of its RM-300 "Control Master" a complete color remote control. The new control, standard equipment on all 1959 Packard Bell color TV receivers, permits changes in all four of the primary picture controls, and, in addition provides fingertip, chairside control of the full range of volume, channel selection, and turns the set off and on.

The new model 21CC-2 color TV set provides automatic Chroma-Control to maintain color balance regardless of signal strength; automatic color killer to maintain sharp picture when changed from color to black and white; keyed automatic gain control to eliminate fading; neutrode tuner; tone control, and Golden Power Guard, transformer protected, 30-tube chassis.

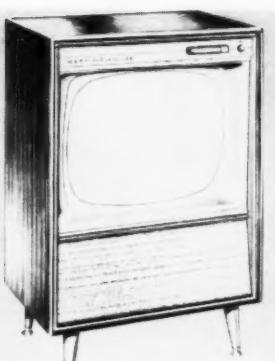
Other new features of the 21CC-2 include: twin 10 inch rectangular extended range speakers; stereophonic input connection, and cabinets crafted in all-hardwoods.

Prices: Packard Bell model 21CC-2 21" color TV receivers are priced at \$799.95 in mahogany; \$825.00 in Colonial and Scandia finishes. Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64, Cal.

### Westinghouse TV

Three new 110-degree television models with power tuning and a "price leader" table set have been introduced.

Power tuning will be available in two vertical consoles and a table model, and, are designed to provide an intermediate price range between manually tuned sets and the



Westinghouse console TV

company's custom series. As a special "price leader" the Talbot, a push-button control table model with short-neck 90-degree tube is



Westinghouse table TV

being offered. Power-tuned consoles in the line include a contemporary model with eight inch speaker, and a period style with eight-inch and five-inch speakers. The new models are offered in mahogany and limed oak finishes. Westinghouse Electric Corporation, TV and Radio Div., Metuchen, N. J.



Olympic "Clarion"

### Olympic Radio

The "Clarion", model 552, a five tube AM radio including rectifier, features custom wired chassis, illuminated slide rule tuning dial with Vernier tuning and an Alnico V speaker.

Radio has standard broadcast band with two I.F. stages, and ferrite loop stick antenna for increased tonal resonance. The "Clarion" operates on both AC and DC and is available in two-toned plastic combinations of white with turquoise, red or tan.

Olympic Radio and Television, 3401—38th Ave., Long Island City, N. Y.



# SHE'S GOT A LOT GOING FOR HER

Something is always going on in a Young Adult home—a mixer, a dryer, an automatic coffee-maker. Today's on-the-go Young Adult makes appliances do the drudgery while she tends to the more important matters of raising a family. That's why appliances are so important to her... and why she depends on Redbook Magazine for basic appliance information. It's the one mass magazine edited exclusively for Young Adults — your best appliance customers.

**Redbook** The Magazine for Young Adults

**ONE MAN Safely Delivers  
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with  
**EASLOAD**  
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WHEELS SWING FORWARD  
FOR LOADING  
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Downstairs

In and Out of Trucks

**YOU INCREASE NET PROFITS** by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

**ON MONEY-BACK GUARANTEE** of satisfaction order Easload today (FOB L.A.) only \$57.50.

**Colson Equipment & Supply Co.**  
1317 Willow Street, Los Angeles 13, Calif.

**NEW**  
a portable cooler  
with a  
built-in heater!



**TravelAire®  
cool-a-heater**

**COOLS**

**VENTILATES**

**HEATS**

**CIRCULATES**

**HUMIDIFIES**

**FILTERS**

PAT. PENDING

See the complete '59 cooler line or  
write for catalog.

**METALAIRES PRODUCTS CO.**  
560 S. 15th Street, P. O. Box 468  
Phoenix, Arizona

**the NEW**

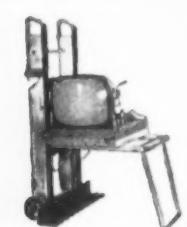
**YEATS "Shorty"  
STATION WAGON & PANEL PICK-UP  
appliance dolly**



**YEATS Model No. 5**  
Aluminum alloy  
Height 47"  
Weight 32 lbs.



Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up . . . the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!



Folding platform is 13½" x 24½"—attaches instantly. (Platform only) \$9.95.

**YEATS "Everlast" COVERS & PADS**

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

SEND postcard for full information  
on our complete line TODAY!

**YEATS**

appliance dolly



Refrigerator Cover

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

## new products



Emerson transistor clock set



Emerson TV model 1442

## Emerson TV, Stereo, Radios

Emerson announces six portable, table, console and stereo TV-Phonoradio combinations; stereo AM-FM table radio; two transistor radios, and five portable and console stereophonic hi-fi phonographs and phonoradio combinations.

Table and console TV units feature full-power transformer chassis; 110-degree picture tube; front, one-knob tuning; and hi-fi speaker selector, for adaptability to stereophonic phonograph or stereo AM/FM broadcasts.

Stereo instruments have changer which plays stereo and monaural records, automatically selects correct record speeds. Power Monitor on stereo units automatically shuts

off entire unit after last record has played. Stereo radio allows tandem operation of AM and FM circuitry, with built-in channel audio amplifier for connecting external speakers. Also is equipped with stereo jacks.

Along with new 8-transistor Explorer pocket radio came the Model 888 Transtimer II. This is an 8-transistor, battery-operated portable clock radio, with sleep switch. Transistor sets are \$44 for pocket radio, \$68 for clock radio. TV units are priced from \$158 to \$368. Stereo AM/FM set is \$98. Stereo phonos range from \$78 to \$228. Emerson Radio & Phonograph Corp., Jersey City 2, N. J.

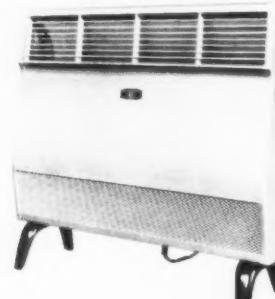


Americall transistor radio No. 700

### Merco Transistor Radio

Americall, 700, 7-transistor, portable radio is announced by Merco. Operates up to 1000 hrs. on a standard 9-volt battery; features extended range 4-in. speaker; automatic volume control; superhet circuit; louvered back panel for improved tone reproduction; weighs about 2½ lbs; light tan scuff-proof leather with gold Mylar speaker grill and matching gold inserts; clear plastic knobs; 5½" x 8¼" x 7¾ in.

Price, \$59.95. Merco Recording Co., Springfield Gardens 13, N. Y.



Morphy-Richards heater

### Morphy-Richards Heater

Morphy-Richards has introduced a new portable convection heater for auxiliary uses in attics, workshops, garages, and for porches.

Heating elements are of nickel chrome alloy. Unit is designed for thermostatic performance on AC. Has no moving parts, no fans, no blowers or motors, and no protruding parts or pipes. Can be used as floor or wall model. Morphy-Richards, Inc., 232 South Van Brunt St., Englewood, N. J.

# RCA VICTOR AND DEALER ULIN DAVIS

## COMPARE NOTES ON COLOR TV

### Dealer Ulin Davis comments:

#### RCA Victor says:

We firmly believe that any dealer can make money  
on Color TV — anywhere in the country — IF!

IF the dealer will show Color TV, he can sell  
Color TV. There's just no substitute for  
having merchandise and having it on display.

IF the dealer will demonstrate, demonstrate,  
demonstrate, he'll sell Color TV. Demonstrate  
in the home ... and on the floor ... at clubs, meetings,  
etc. And demonstrate doesn't mean you need a dozen  
color shows every day to do the job. There's  
enough color programming right now to sell Color TV.

How much money can a dealer make on Color TV? How  
many sets can he sell? That's up to him — and how  
much he's ready to push Color TV. For our part, we  
believe the product is right, the price is right,  
the programming is right. Show Color TV, demonstrate  
Color TV, you'll sell Color TV.

I do!  
I'm in Waterloo, Iowa — with  
an area population of 90,000  
I keep 50 sets in stock.  
On my floor, I display only  
color TV — 15 operating sets.  
Only show B&W when I'm asked.

I do!  
I do!  
I do!  
Right! No local color shows  
here. Just network color  
from one station

I sell over 100 a year.  
Two sales for every one  
B&W sold!

I only sell at list. The  
price itself is a mark  
of product quality.



Ulin Davis  
Davis Radio & TV  
Waterloo, Iowa

# Appliance Pros



# seek selling ideas in Electrical Merchandising

And they find them.

That's what this magazine is for. It's the one "how to" magazine edited for the important part of the appliance-tv-housewares business — not just the multi-million-gross outlet, and not the appliance-selling gas station. It's the magazine of appliance Pros.

That's why more Dealers pay hard cash for Electrical Merchandising than for any other appliance publication, year after year.

That's why researchers Erdos and Morgan found more Dealers choose Electrical Merchandising for "salesmaking ideas" and for "usefulness of advertisements" than choose the next two publications combined.

That's why advertisers invest more to reach and inform appliance men in Electrical Merchandising than they do in any other appliance publication.

Electrical Merchandising is the big magazine of the big appliance - tv - housewares business — knowingly edited, handsomely packaged. It's the place where appliance Pros seek selling ideas — and find them.



## Electrical Merchandising

*Magazine of the appliance Pros*

A McGRAW-HILL PUBLICATION ABC-ABP



### automatic can opener and knife sharpener

Starts at the touch of a finger, and shuts itself off when lid is cut out. Full size electric knife sharpener included. Contact your SWING-A-WAY supplier today for the only electric with the really automatic features!

**SWING-A-WAY**

SWING A-WAY MFG. CO.  
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IN CANADA: FOX AGENCIES,  
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Be sure to notify us at once, so future copies of ELECTRICAL MERCHANDISING will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36, N. Y.

#### NEW

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_

#### OLD

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**ELECTRICAL MERCHANDISING**  
330 W. 42nd St. N. Y. 36, N. Y.



**Travelaire®**  
cool-r-heater

COOLS

VENTILATES

HEATS

CIRCULATES

HUMIDIFIES

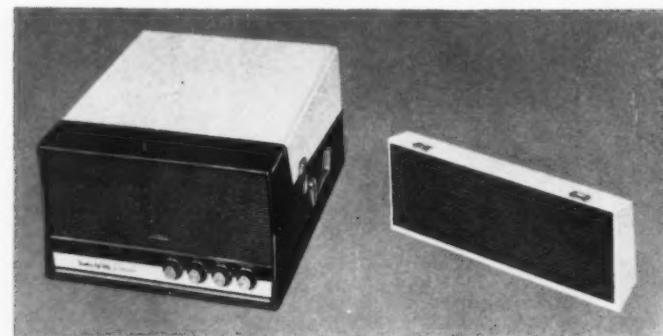
FILTERS

PAT. PENDING

See the complete '59 cooler line or write for catalog.

**METALAIR PRODUCTS CO.**  
560 S. 15th Street, P. O. Box 468  
Phoenix, Arizona

## new products



Admiral portable stereo

### Admiral TV, Stereo, Radios

Admiral announces portable TV remote control for 1959, all-in-one and portable stereo, and six transistor radios.

Son-R remote control, a hand unit with no wires, transistors or batteries and with two buttons, turns set on and off, changes channels and operates volume at three levels. On seven portable models, the features is also on one new table and one new console model TV. Prices on portable sets with re-

ment up to 15 feet away from phono.

Six new radios, in as many colors, have two units each in the 5, 7 and 8-transistor categories. Pocket-size they operate on batteries with 400-hour life. Other transistor sets with 5, 7 and 8 transistors feature leather-type look and up to 1,000 hours of playing time. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.



Admiral Son-R control

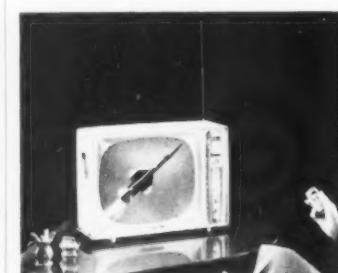
### Norelco Tape Recorder

No. EL3516G/53 stereo version of Norelco "Continental" tape recorder is announced by hi-fi products div. North American Philips Co., Inc., Hicksville, Long Island, N. Y.

Engineered and manufactured by Philips of Netherlands, this unit features push button controls for ease of operation; twin tracks for tape economy; 3-speeds: 7½, 3¾ and 1⅓ ips for maximum versatility; comes in portable carrying



Norelco "Continental" tape recorder



Admiral portable Son-R TV

case styled by top designers; can be used to record monophonic, and to playback monophonic or stereo tapes through unit itself or through an external hi-fi system; has inputs for recording off a microphone, tuner, and phono, and for mixing (recording 2 signals simul-

taneously or in sequence.)

Unit consists of tape drive mechanism, 2 preamplifiers with controls, one power amplifier, a Nor-elco wide-range speaker with powerful magnet; for stereo playback a second power amplifier and wide-range, dual cone speaker in matching acoustically ported, resonance-free cabinet is available as accessory; Philips magnetic head with gap of only 0.0002 in. makes possible extended hi-fi response even at lower speeds; frequency response is 7½ ips, 40-16,000 cps; 3½ ips, 50-12,000 cps; 1½ ips, 60-6,000 cps; 54 db signal to noise ratio; EM84 magic eye volume indicator.

Unit uses 7 tubes (3 dual purpose).

Price, \$299.50; a second amplifier and speaker in matching cabinet, \$95. North American Philips Co., Inc., Hi-Fi Products Div., 230 Duffy Ave., Hicksville, Long Island, N. Y.



Midgetape Professional 500

### Mohawk Tape Recorder

Mohawk midget tape recorder "Midgetape Professional 500" palm size, hi-fi high speed transistorized, 1-battery operated pocket tape recorder; features a high speed tape of 3½ ips; a "VU meter" which permits super-fidelity recordings; weighs 3 lbs.; equipped with 45-min. automatic tape cartridge; a T-12 battery and patchcord for patching into mike input of unit from another tape recorder, radio, record player or microphone; another patchcord with 2 control leads for use with pushbutton or other remote control devices; an output cord used for feeding "500" recordings directly into broadcast equipment or other kind of amplifiers.

A single and double earphone kit for monitoring and playing back recordings on the spot is also part of basic unit; playback can be heard through earphones or by patching into any available amplifier, such as a hi-fi or TV set.

Optional accessories for secret recordings, including an attache case with concealed microphone, telephone microphone for recording both sides of conversation and a wristwatch microphone used in

conjunction with unit is worn inside a man's suit jacket or coat; also optional transcribing controls for secretarial use.

Price, \$329.50 complete but not including optional equipment. Mohawk Business Machines Corp., Dept. A, 944 Halsey St., Brooklyn, 33, N. Y.



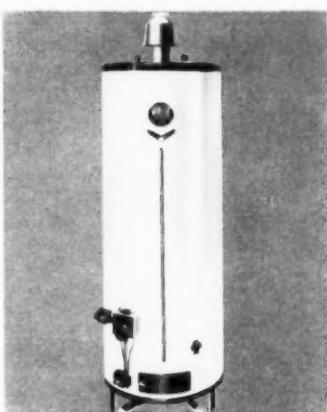
Travelaire cooler-heater

### Travelaire Cooler-Heater

A new unit has been added to the Travelaire line of portable coolers with a built-in heater and humidifier. The Travelaire Cool-r-Heater has a squirrel cage blower which can be used independently as a fan at three speeds.

Features of the new unit include adjustable grille, water shut-off valve, recessed water level indicator, and leather-textured vinyl-coated steel cabinet. Handles are recessed in the sides. Roll-Easy stands and an automatic shut-off type timer are optional.

Price: \$54.95. Metalaire Products Co., 560 S. 15 St., Phoenix, Ariz.



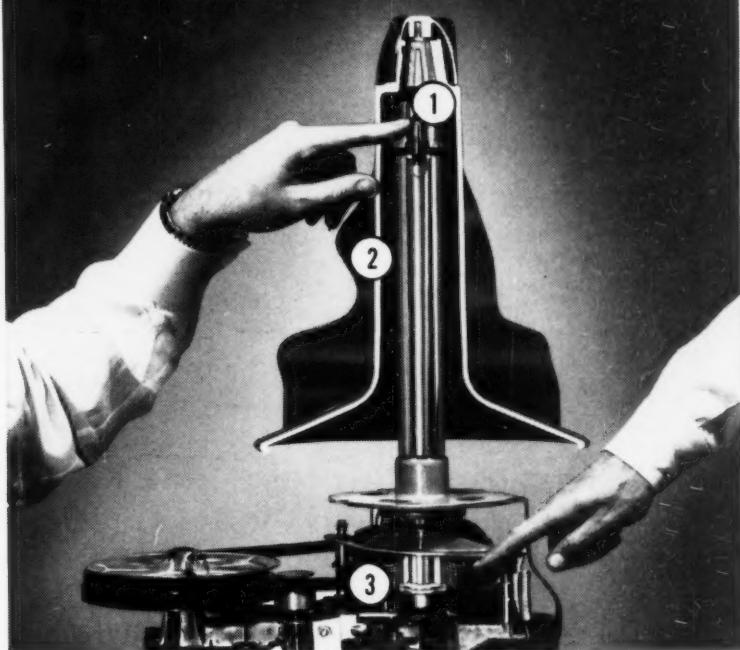
Mor-Flo water heater

### Mor-Flo Water Heater

Mor-Flo has announced the addition of a new series of water heaters to its complete line.

The new "Turbo-Glasslined" series features A.G.A. approved controls with finger tip adjustment, a deluxe trim with outside finish of heavy duty, scratch resistant, baked-on white enamel, and are available in 30, 40, 50 and 65 gallon capacity. Mor-Flo Heater Corp., 2176 East 76 St., Cleveland, Ohio.

## HERE'S THE DIFFERENCE IN REPLACEMENT PARTS

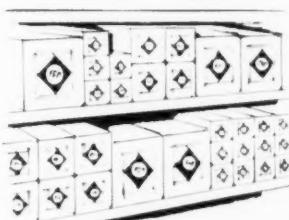


### FSP® SPIN TUBES

for RCA WHIRLPOOL washers give you  
3 important pluses!

Look at the difference! Only Factory Specification Part replacement spin tubes have: (1) Pierced holes, not drilled holes, to eliminate surface burrs and wear, (2) up to 25% more plating to resist moisture and rust damage, (3) "spun-over" lip on flange to avoid loosening, thus eliminating noise and providing proper bearing alignment. There's just no purpose in chancing profit-eating, customer-irritating service call-backs by using substitutes. Always specify and use quality FSP parts which are precision made to the same high quality specifications as the original part. See your RCA WHIRLPOOL distributor or authorized A.P.J.A. parts jobber.

### IT'S BEST TO BUY FSP



Be sure it's FSP by looking for the FSP mark on the part and on the package! FSP packaged parts are easier to handle . . . easier to store . . . easier to inventory. And, they are protected from dust, dirt and damage. It pays to use them!

**FSP**  
Factory Specification Parts for  
**RCA** **Whirlpool APPLIANCES**  
meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

**SPUTTERING  
STEAM IRONS  
ARE SCREAMING**

ENDS SPUTTERING

for **ROSMAR  
STEAM IRON  
CLEANER**

Special scientifically prepared formula dissolves scale, adds years of additional life to:

- STEAM IRONS
- VAPORIZERS
- TEA KETTLES
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The national demand because it permits using tap or well water. Get your share of this business.

USED BY STEAM IRON MANUFACTURERS

to retail at \$1.00

ORDER THRU YOUR JOBBER OR  
WRITE FOR NAME OF NEAREST SUPPLIER  
**ROSMAR MFG. CO., Dept. EM-3**  
3810 W. IRVING FK. ROAD, CHICAGO 13, ILL.

**Quick  
easy way**  
to make pipe connections  
FOR WASHERS, DRIERS,  
REFRIGERATORS,  
AND OTHERS

Model CT—with flared joint for copper tubing

Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

**M. B. SKINNER CO.  
SOUTH BEND 21, INDIANA**

## Good service makes good customers



You sold the appliance on your show-room floor, but when you deliver it, you're selling yourself. You want her to remember you with pleasure—how you protected her new appliance and woodwork against bumps or scratches.

The water-repellent canvas jackets and soft flannel linings of Webb Slingabouts® give her, and you, that protection. Webbing handholds help you maneuver appliances safely and smoothly into place.



**SLINGABOUTS**  
For Radio, TV, Air Conditioners,  
ask about Wrapabouts®

Webb Manufacturing Co.  
2918A N. 4th St., Phila. 33, Pa.

Refrigerator    Freezer    Dryer    Range    Washer   (specify)

FIRM NAME

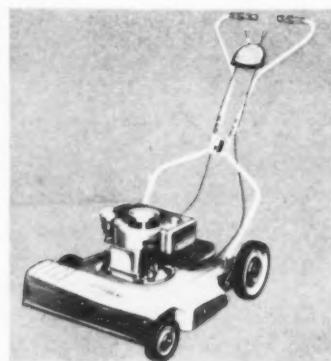
ATTENTION:

STREET

CITY

ZONE STATE

## new products



Jacobsen "Viscount" rotary mower

### Jacobsen Rotary Mowers

Three new rotary mowers have been added to the Jacobsen 1959 line.

The "Viscount", a 22-inch, self-propelled rotary combines an enclosed rear wheel drive, and exclusive "turbo-cut suction lift" to provide cutting performance. Powered by 3 hp Briggs and Stratton engine, the Viscount has a safety, non-snag handle, with engine and clutch controls conveniently mounted.

"Archer" rotary mower is available in two sizes, model 8320 with 20-inch cutting width and 2½ hp Briggs and Stratton motor. Model 8322 has 22 inch cutting width and 3 hp engine. Both models feature "turbo-cut suction lift disc" and a new discharge control grass chamber design. Ball bearing wheels, convenient spring-loaded quick height adjustment, and extra long handle with engine controls at operator's fingertips.

**Price.** "Viscount", \$139.50; 8320, \$89.50; 8322, \$99.50. **Jacobsen Manufacturing Co.**, 747 Washington Ave., Racine, Wisc.



Sunbeam electric reel mower E300

Exclusive "suction-type" swing-a-way Flexor blade avoids impact damage with solid object to prevent shock to engine crankshaft. Blade disconnect allows operator to stop blade while engine continues in operation. Cutting height of blade can be adjusted from 1½ inch to 3 inch height. Other features include heavy duty steering wheels, a 4½ HP, 4-cycle gas engine with recoil starter, and hitching bolt for attaching and pulling other lawn equipment. **Western Tool and Stamping Co.**, 2725 Second Ave., Des Moines 13, Ia.



### Sunbeam Lawn Mowers

Sunbeam's 1959 lawn mower line of 5 models highlights 3 self-propelled models with power drive: G-250, self-propelled gas rotary features a power drive completely controlled by easy floating handle without knobs or levers; gear tooth belt eliminates slippage; a leaf mulcher is included; powered by B & S engine.

**G-400**, gas reel power mower, has 1-piece frame; completely enclosed power drive eliminates clutch and control levers; 4-cycle B & S engine has recoil starter, "Chokematic" control and a stop switch on carburetor; adjustable cut height; weighs 75 lbs.

**E-300** electric reel unit weighs 65 lbs; series-wound motor operates on ordinary current.

**RE-181** electric twin blade rotary mower has Sunbeam motor; twin discharge chutes spread grass clippings evenly.

**RM-201** rotary gas mower has free wheeling. **Hardware-Machinery Div., Sunbeam Corp.**, 5600 Roosevelt Rd., Chicago, 50, Ill.

### Homko Rotary Mower

Riding rotary mower, model AR-180, is constructed of all steel chassis with baked enamel finish. Fingertip clutch disengages drive, similar fingertip throttle allows easy selection of desired blade speeds, which remain constant regardless of riding speed.

### Brenner Rotary Mower

Seven new promotional power mowers are announced by Atlas: the new 24-inch; three 21-inch models, including one self-propelled unit; and three 19-inch models, including the Economy.

All have the Stor-Mower handle  
*Continued on page 148*

# Look at the new upright!

***Here's the sales power in General Electric's new Twin Power Cleaner***



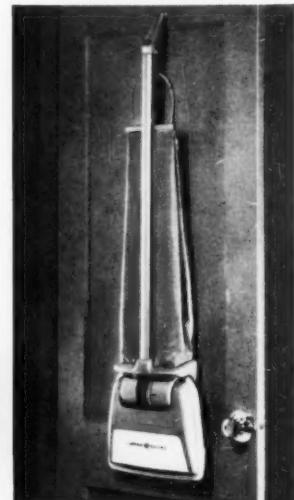
**1. Only 4½ inches high**, goes easily under low furniture. New "twin suction" unit packs upright power in an incredibly small space. Notice handle goes completely down.



**2. Lightest of all uprights!** Even the most petite housewife can handle this new General Electric Twin Power Cleaner easily.



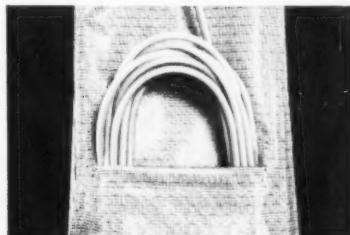
**3. Cleans both rugs and floors.** Motor-driven General Electric "Elevator" brush adjusts automatically to clean the deepest carpet pile or bare floors.



**4. Hangs up like a broom**—flat and out of the way. Needs no floor space.



**5. Fingertip handle release** and on/off switch. No stopping to find foot release. No groping or reaching.



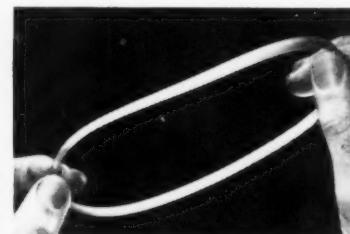
**6. Cord pocket** on outer bag. Saran bag wipes clean, has full-length zipper for easy access to disposable bag.



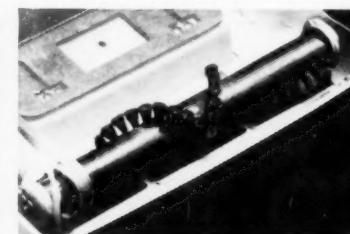
**7. Rear roller** for "big wheel" ease and mobility over door sills and from floor to rugs.



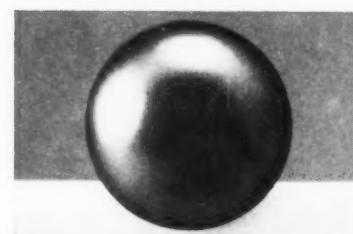
**8. One-step disassembly.** Loosen one thumb screw and remove upper housing for access to working parts.



**9. Long-life, no-twist belt.** Polyurethane drive belt wears ten times longer than rubber belts in lab tests.



**10. Side-mounted belt** permits full-width brush...no center gap. 4,000-rpm brush action for better cleaning.



**11. Ball bearings permanently packed**—motor and brush bearings never need oiling or repacking.



**12. Cycolac, high-impact housing** with full bumper running around the entire cleaner.

**ONLY  
\$69.95\***



**Comes completely assembled** in carry-home carton. No assembly problems for you or your customers.

**A Full Line in '59!** Now, General Electric gives you an upright cleaner, canister cleaners and a floor polisher. And that means you have a rug- and floor-cleaning appliance for every customer that walks into your store.

Why not call your distributor right now. Here's a chance to simplify your inventory. And *one line* means less cash tied up in inventory. Vacuum Cleaner Department, General Electric Company, Bridgeport 2, Connecticut.

\*Manufacturer's suggested list price.

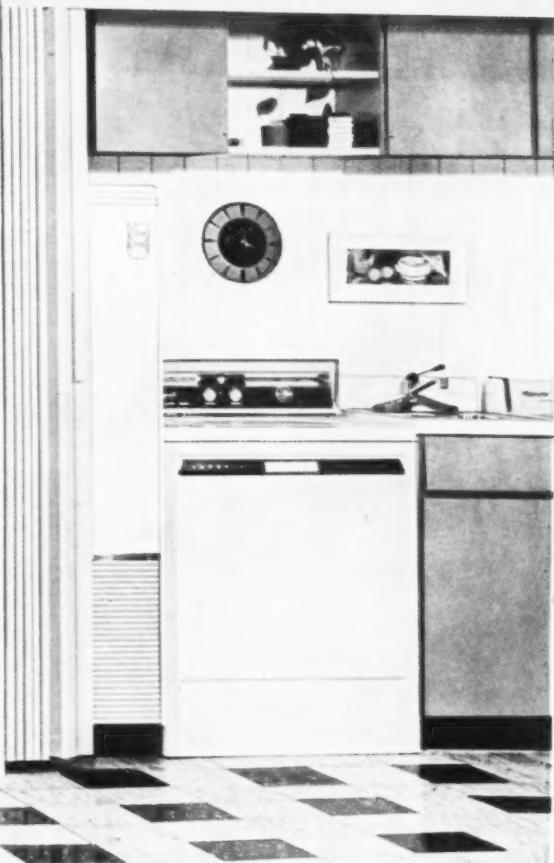
*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



**i-XL**  
KITCHEN CABINETS

America's finest Hardwood Cabinetry...first



# Now! Sell the Complete Kitchen... Make the Complete Profit Through New I-XL Personalized Kitchen Planning Service\*

...BRINGS YOU ALL THESE WONDERFUL HELPS:

- PRACTICAL LAYOUT IDEAS BY ARCHITECTS
- UP-TO-THE-MINUTE APPLIANCE IDEAS BY KITCHEN SPECIALISTS
- COORDINATED COLOR IDEAS BY DECORATORS

... all designed into complete, customized kitchens  
with elegant Fruitwood or Natural cabinets by I-XL

**Only I-XL offers you** the unexcelled luxury of either Fruitwood or Natural kitchen cabinets... providing, at production-line prices, both the beauty and quality which can be obtained otherwise only through costly on-the-job construction. Backed by more than 100 years of wood-

working leadership, I-XL cabinets are a product of the choicest hardwood... finished like fine furniture... and stocked in over 100 ready-to-install units which can be custom-arranged to meet any storage, space or appliance requirement you present.

\*Living for Young Homemakers Magazine, Kitchen Laundry Design Center



## with a Personalized Kitchen Planning Service!

A PLANNING SERVICE WORTH HUNDREDS OF DOLLARS FOR EACH INDIVIDUAL KITCHEN—YOURS NOW FOR JUST PIN MONEY FROM I-XL

ORDER AS MANY KITCHEN PLANS AS YOU WANT...  
WITH EACH ONE GET:

**1** A LARGE SCALED PERSPECTIVE RENDERING\* by an architect, showing exactly how the finished kitchen will look.

**2** A FLOOR PLAN AND ELEVATION completely detailed to the exact measurements you submit, showing the precise placement and size of all I-XL cabinets and other products included.

**3** A COMPLETE LIST OF ALL PRODUCTS suggested by either you or the design staff... their brand names, model numbers, etc.

ALL THIS WITHIN 10 DAYS... FOR JUST \$10.00

\*Add \$5.00 for color



FURNITURE COMPANY  
GOSHEN, INDIANA

I-XL has nationwide distributors who carry complete stocks for quick delivery. Write for name of the one nearest you.

DON'T MISS THIS SENSATIONAL NEW WAY TO EASY KITCHEN PLANNING. GET FULL DETAILS... SIMPLY FILL OUT AND MAIL TODAY!

I-XL FURNITURE CO.  
Goshen, Indiana

Gentlemen:

Please send me full details about the complete I-XL line and the exclusive kitchen planning service through *Living for Young Homemakers Magazine*. (Kitchen Laundry Design Center)

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Type of business \_\_\_\_\_

I-XL Cabinets... unexcelled for more than 100 years.

# COMPARE selling

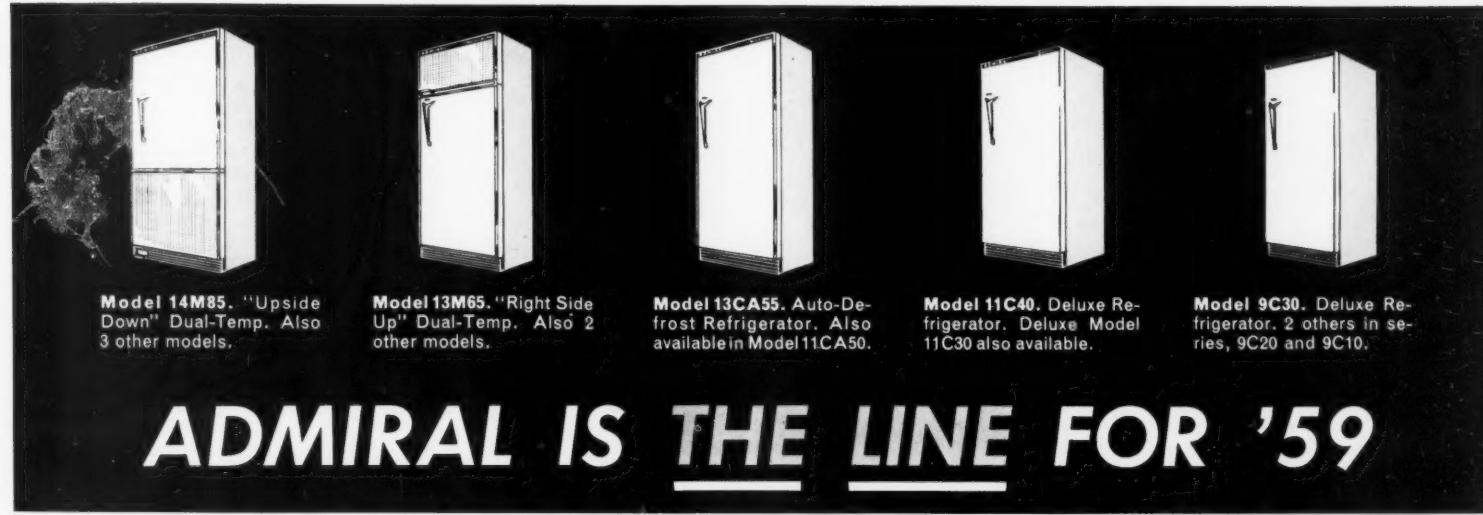


**MODEL 16M85**

"Upside-Down" Dual-Temp with exclusive new *Automatic Climate Control*. 15.8 cu. ft. gross capacity. 2 appliances in 1. 10.1 cu. ft. moist cold refrigerator on top has adjustable glide out aluminum shelves. True subzero freezer below holds 175 lbs., features ice ejector. Built-in design.



# features and face 8 facts!



Model 14M85. "Upside Down" Dual-Temp. Also 3 other models.

Model 13M65. "Right Side Up" Dual-Temp. Also 2 other models.

Model 13CA55. Auto-Defrost Refrigerator. Also available in Model 11CA50.

Model 11C40. Deluxe Refrigerator. Deluxe Model 11C30 also available.

Model 9C30. Deluxe Refrigerator. 2 others in series, 9C20 and 9C10.

## ADMIRAL IS THE LINE FOR '59

FACT  
1

Admiral refrigerators have flush mounting doors for the Built-in look. Brand "A" does not—needs clearance on side when against wall. Brand "B" is a "face-lifted" face-lift of '57 and '58 models.

FACT  
2

Admiral has adjustable aluminum glide out shelves that are full width and full depth. Brand "C" has a swing out shelf that wastes corner space—AND when left hand door is open 90°, it's impossible to swing shelf.

FACT  
3

Admiral's aluminum glide out shelves make maximum use of vertical space. You can't store a ONE GALLON milk bottle on the swing shelf in any Brand "D" model.

FACT  
4

Admiral has removable, adjustable door shelves. Brands "A" and "D" have non-removable plastic shelves on all models.

FACT  
5

Every 1959 Admiral has true square styling. Brands "B" and "E" feature old fashioned "stoop shouldered" models.

FACT  
6

Only Admiral offers a choice of 12 cu. ft. Dual Temps, 28 inches wide, to fit floor space of Pre-War 6 ft. models.

FACT  
7

Only Admiral offers moderately priced *Upside Down* models to free you from the competitive jungle of two-door refrigerators.

FACT  
8

Only Admiral offers Auto-Defrost models at realistic, easily saleable prices.

These are just eight of the reasons that make Admiral the *hot line for '59!* There are many, many more! Every one a fact that you can demonstrate and sell on your showroom floor. And we're backing these refrigerators with exciting, traffic-building 25th Anniversary Promotions. Just a phone call to your distributor is the first step toward thousands of dollars of profit-making sales.

MARK OF QUALITY



THROUGHOUT THE WORLD

# Admiral®

Sold in 80 countries—manufactured in the U.S.A., Argentina, Australia, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill. and Port Credit, Canada.

**BUILT-IN  
SALES  
APPEAL**

with the  
*Trade-Wind*  
**BUILT-IN**  
**canolelectric®**  
AUTOMATIC ELECTRIC CAN OPENER

Here is the newest built-in appliance that adds real value to a kitchen and gives the housewife the convenience she has wished for. The Canolelectric does away with the chore of hand opening more than 1000 cans a year.

The Canolelectric by Trade-Wind is the first and only fully automatic built-in electric can opener with a single push button control—

- 1 It pierces the lid of any can
- 2 Cuts it out smoothly
- 3 Lifts off the lid
- 4 Retracts the cutter
- 5 Delivers the opened can

Canolelectric is beautifully styled and simple to install. The small exposed face of non-chip white polyethylene measures 5" x 11 1/4" and extends from the wall only 1 3/8".

The Canolelectric is built to Trade-Wind quality standards. It is UL approved and fully guaranteed. Ask your dealer for the full story on Canolelectric, including its surprising low price.

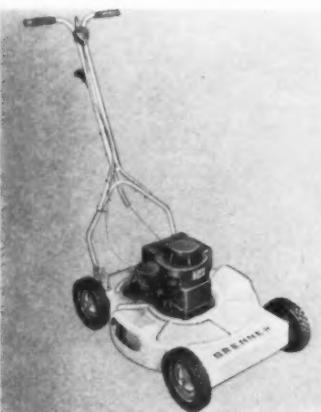
**SIMPLE  
TO INSTALL**

Only a screwdriver needed

*Trade-Wind Motorfans, Inc.*  
DIVISION OF ROBBINS AND MYERS, INC.

7755 PARAMOUNT PLACE, DEPT. EM, PICO RIVERA, CALIF.

## new products



Brenner 21-inch mower

BRENNER (cont'd.)

with hi-lo adjustment. The 24, 21 self-propelled and 21-inch deluxe all have 4-cycle, 3-hp Briggs & Stratton engines, with Choke-A-Matic control and remote rewind starter. The 19-inch units are 4-cycle engine units of 2 and 2 1/2-hp, and an economy unit with 2-cycle, 2-hp Clinton engine and rope starter. **Atlas Tool & Manufacturing Co., 5147 Natural Bridge, St. Louis 15, Mo.**

### Remington Shaver

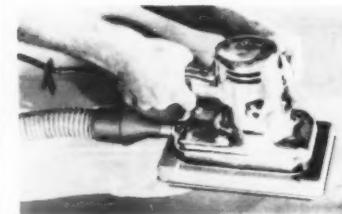
Remington announces a new electric shaver with improved adjustable feature.

A new roller control panel, which raises and lowers the unit's roller combs to fit any beard, has many settings. Panel moves left to lower, right to raise the roller combs. Shaver is in gold and marble white.



Remington Roll-A-Matic

Has special black and grey case with an interior lift which props shaver up for better display. Price of the Roll-A-Matic is \$29.95. **Remington Rand Electric Shaver, Div. of Sperry Rand Corp., 60 Main St., Bridgeport 2, Conn.**



Black and Decker dustless sander

### Black and Decker Sander

Designed for simple, quick attachment to any vacuum cleaner, Black and Decker's newly introduced finishing sander quickly removes dust from work surfaces.

Dust-less sander works on orbital-action principle, powered by Black and Decker sander motor to deliver 4300 orbits per minute, producing satin smooth finish on any surface. Speed of sander permits sanding with, against or across grain of wood surfaces without danger of swirl marks or scratches.

Standard equipment includes 5-foot flexible hose, with universal fitting for vacuum cleaners, instant-release switch with locking pin, and 3 sheets of assorted-grit abrasive paper.

Price: \$45.95. **Black and Decker Company, Towson 4, Md.**



Chico Imperial cooler

### Chico Portable Air Cooler

Three speeds, automatic thermostat for start and stop at selected cooling levels, water shut-off for filtered ventilation, water level indicator and adjustable directional louvres are featured on the Imperial portable air cooler. Also features twin Radiax mixed flow blower and forced feed filter, as other models of firm's line do. Cabinet is aluminum.

Price of the Imperial unit is \$69.95.

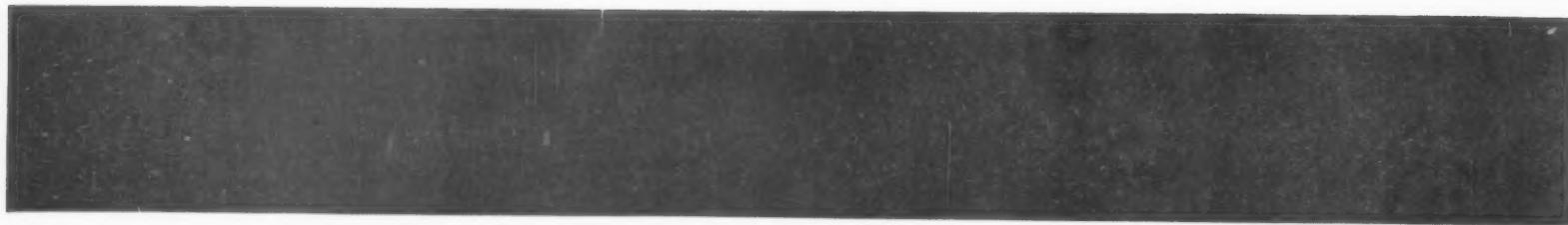
**Chico General Products Corporation, 525 Market St., San Francisco 5, Cal.**

THE APPLIANCE INDUSTRY GETS

# LIVE WIRE



# **RESULTS FROM** **POST**



## "GIVE BETTER . . . ELECTRICALLY"

—the industry's first gift spectacular and biggest electrical ad ever run (8-page dutch door in center spread), appeared *exclusively* in the November 21 issue of the Post to spur holiday gift sales. The "Advertacular" was a huge selling success at every level.



**TRENDEX REPORT.** 75% of all Post readers saw and remembered the ad! (80 out of every 100 women readers; 70 out of every 100 male readers.)

### LBE REPORT

"The 'Give Better Electrically' Christmas promotion spearheaded by The Saturday Evening Post 'advertiscular' was in my opinion an outstanding success. This multi-page advertisement not only delivered an estimated 75% of POST readers, but also sparked a multi-million dollar local tie-in activity by electric utilities and dealers. The Saturday Evening Post is to be commended for its merchandising cooperation and support."

R. E. Boian, Manager,  
Live Better Electrically Project

### DEALER REPORT

"We went after the Christmas electric housewares business and thanks to that industry push in The Saturday Evening Post and our promotional and sales efforts, we showed a 33% increase over Christmas, 1957. And, what's even more important, our markup averaged 29.2%. It's been a long time since you could talk figures like these in electric housewares."

Richard V. Finch, Partner, Home Appliance Co., Medford, Ashland and Klamath Falls, Oregon

### UTILITIES REPORT

"I believe that the Give Better Electrically section in the Post created dealer enthusiasm for electric appliance sales. I have a feeling that sales were very definitely helped by this promotion and we need more promotions of this kind."

Robert J. Malcomson, Director Residential Sales Promotion, Commonwealth Edison Co., Chicago, Ill.

### DISTRIBUTOR REPORT

"The Give Better Electrically Advertiscular is, in our opinion, one of the most unique and impressive promotions that we have had in this industry for a long time. We need more of them and we hope you will get more manufacturers to see the value of them."

Samuel Fingrutt, Everybody's Supply Company, Phila., Penna.

### INDUSTRY REPORT

"The Give Better Electrically 'advertiscular' which appeared in The Saturday Evening Post with broad local support has done a significant job in helping to arouse new consumer interest in electric housewares and related products. Preliminary reports on local newspaper tie-ins alone indicate hundreds of local promotions by utilities and dealers. The Saturday Evening Post trade relations personnel did a great deal to initiate this support."

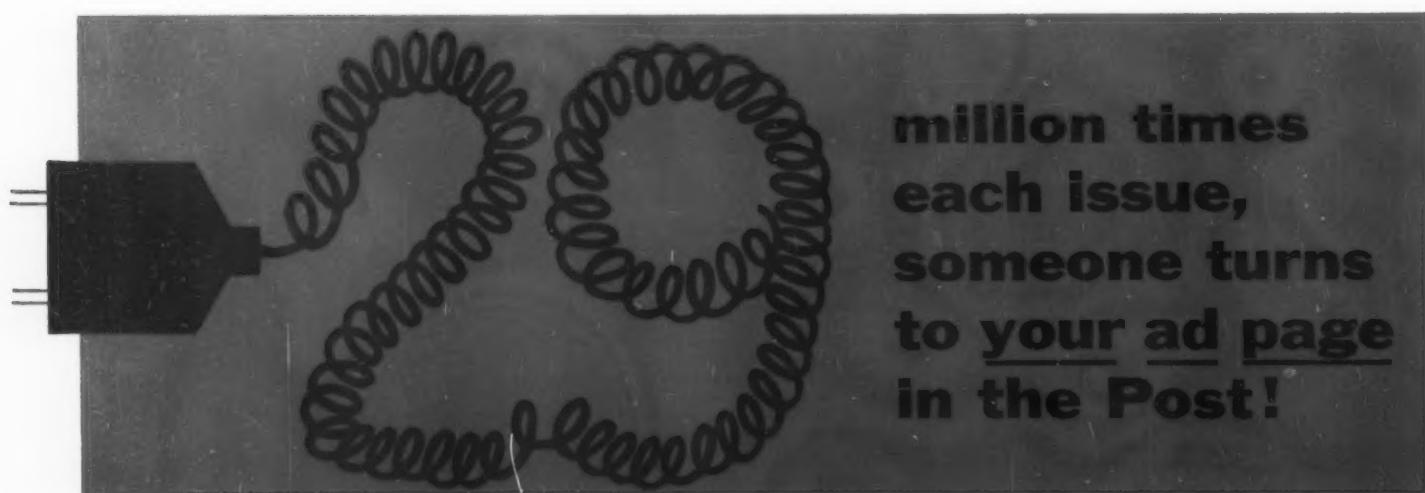
J. P. McIlhenny, Past Chairman, NEMA Housewares Comm. and V. P., Waring Products Corp.

that's  
why...



PROMOTION PERIOD	SPONSOR	POST ISSUE
3-page All Electric Value Time Spectacular	EEI	Feb. 7
2-page All Electric Kitchen Carnival	EEI	Apr. 4
Multi-page Electrical Gifts Spectacular*	LBE	May 2
11 ad continuing Housepower Campaign	EEI	Monthly
2-page All Electric Laundry Festival	EEI	Sept. 12
Multi-page Electrical Gifts Spectacular*	LBE	Nov. 21
2-page Light For Living Spectacular \$100,000.00 Consumer Contest	EEI	Sept. 19-Oct. 10
Multi-page Housewares-Hardware Week Section*	IRHA	Apr. 25
Blue Ribbon Home Spectacular	Post	May 23

\*Post exclusives



## New Products

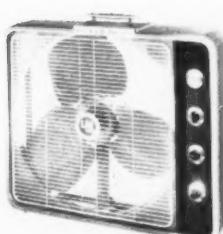


Lau Air Flight fan

### Lau 1959 Fans

Five portable window fans and three Air Flight circulators are featured in the 1959 line of Lau fans.

Window fans emphasize the continuing demand for large size fans and include three 20 inch models, one with a 16 inch diameter blade and one with a 12 inch blade. The Ultra-20, top model in the new line, includes recessed control panel, built-in thermostat, three speed control, electrically reversible blades, side spacers, and is available in four colors, dawn pink, glacier blue, twilight beige, and surf green. 20 PR includes two speeds and top mounted controls, electrically reversible blades and is available in surf green only. The Super 20 includes automatic thermostat, top mounted control, manual reversing. Super 16 and Super 12 include a Tilt-a-Breeze stand and top mounted controls.



Lau Ultra-20 window fan

Air Flight circulators have special circular louvre design for comfortable, all-directional air flow eliminating drafts and providing even air distribution. Two top models, nos. 11 and 12 move 3520 cfm. Both have three speed foot control, the former finished with a black plastic top and clear or black louvre rings. Model 12 is finished in mahogany colored plastic top with buff colored louvre rings. Model 16 is finished in two-tone grey. All three stand 14 inches high.

Prices: Ultra 20, \$59.95; 20 PR, \$42.95; Super 20, \$39.95; Super 16, \$44.50; Super 12, \$39.95; Air Flight model 16, \$36.95; model 11, \$49.95; model 12, \$49.95. Lau Blower Co., 2027 Home Ave., Dayton 7, Ohio.



## MUTSCHLER

### KITCHENS

**SERIES M700.** This is the newest concept in modern kitchen styling . . . built-in units with a "furniture look," as designed for Mutschler by Paul McCobb. This contemporary cabinetwork is made of finest northern maple, finished in walnut (as shown) and in striking modern colors. Leg stanchions are anodized satin aluminum. Series M700 is especially suited for open-plan kitchens, and also may be used for built-in storage throughout the home . . . in dining area, living room, den, bedrooms and bath. For modern décor, Series M700 is the answer in home or apartment . . . whether the budget is large or small.

### Your choice of **MUTSCHLER KITCHENS**



**SERIES M500.** Mutschler Series M500 kitchens are unequalled for quality and value at reasonable prices. This northern maple cabinetwork of conventional styling is available in many natural grains and decorator colors, with choice of hardware. Period molding on doors and drawers, if desired. Series M500 is extremely versatile as to décor . . . from Cape Cod to Oriental Modern, and is a wise choice for new homes and apartment buildings, as well as those being remodeled.

**Franchises available  
in some trading areas**

**MUTSCHLER**  
Dept. J-5303 Nappanee, Ind.

# A TERRIFIC WAVE OF SALES is heading your way!...

By Popular Demand...A Repeat Performance of



**featuring  
America's Hottest  
Appliance Item!**



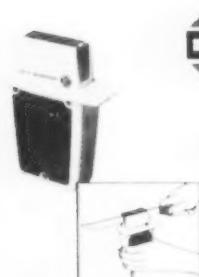
**BVI  
Automatic  
Electric  
CAN  
OPENER**  
\$24.95 RETAIL

- Motor does everything . . . punctures can, removes lid . . . then shuts itself off!
- Opens any size or shape can, quickly, safely and automatically . . . even large ham or odd shaped sardine cans!
- Replaceable cutter blade easily removed for quick cleaning!
- Portable . . . set it anywhere!
- Beautifully styled, sturdy built for many years of trouble-free service!
- Handsomely finished in White, Pink, Yellow or Turquoise. All Chrome finish slightly higher



**Magic Action  
DRINK  
MIXER**  
\$19.95 Retail

*Mixes Drinks  
with a Difference*



**BVI  
Electric  
KNIFE  
SHARPENER**  
\$11.95 Retail

*Hones Knives  
the Professional Way!*

## Tremendous TV Campaign **OPERATION SATURATION II**



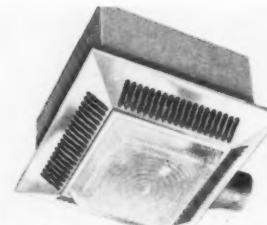
**Now a new and greater Operation  
Saturation promotion is at hand!  
A dramatic nationwide TV campaign  
... that will bring the powerful  
BVI story right into your customers'  
homes, day after day, week after  
week, throughout the Spring  
Selling Season!**

- ★ **PARTICIPATIONS IN THE JACK PAAR SHOW ON THE FULL NBC-TV NETWORK!**
- ★ **SPOT TV COAST-TO-COAST featuring a great new action packed one-minute can opener film!**

**And to help you tie into this  
Gigantic Promotion both in your  
local advertising and at the  
point-of-sale . . .**

- ★ New exciting transparent window streamer
- ★ New modern 3-dimensional counter display
- ★ Hard sell newspaper ad mats
- ★ Colorful, impelling invoice stuffers

## New Products



Broan Fan-Light No. 610

### **Broan Fan-Light**

**Broan** has introduced a new combination fan and light, No. 610, especially designed for the bathroom.

The No. 610 features automatic power connection, with the unit plugging in automatically as the fan light swings into its housing. Air movement at 100 CFM is provided and the unit includes customized backdraft damper and connects to 3" round duct. Housing is 11½ inches square shallow enough for 6 inch joists, and carries adjustable brackets that span joists 16 inches on center. Fixture utilizes two 60-watt bulbs, and is surrounded by stainless steel grill with high luster finish.

**Price:** \$35.50. **Broan Manufacturing Co., Inc., Hartford, Wisc.**



Berko "Pyrolite-RCL"

### **Berko Heater-Light**

The first recessed ceiling unit to combine electric radiant heating with built-in lighting has been announced by Berko under the trade name Pyrolite, model RCL.

Rated at 1000 watts of heating Pyrolite-RCL is mildly fan-forced to circulate convection heat to all corners of the room. 200 watts of lighting banked on either side of the heating panel uses Corning's "Alba-Lite" for maximum illumination. Heating is controlled by wall-mounted thermostat, lighting by separate wall switch. Units are UL approved, available in 120, 208, and 240 volts, with dimensions 13¾ by 27 inches outside; 12 by 26 by 6¾ inches inside including junction box. External frame available in polished chrome or baked white enamel. **Berko Electric Manufacturing Co., 212-40 Jamaica Ave., Queens Village 27, N. Y.**

**Act now... see your Jobber or write Burgess Vibrocrafiers Inc., Grayslake, Illinois**

# A straight line is the shortest distance to profits in electric shavers

*Effective February 21, Schick will sell direct . . . factory-to-retailer. Another major move by Schick to insure profit opportunity for everyone who sells (or should sell) electric shavers.*

As a manufacturer we depend entirely on you, the retailer, for our profit. If you aren't making money, we aren't making money—it's that simple.

And it's no secret that there's been very little profit for the retailer in electric shavers the last few years.

It's time for a change. Time for a leader in the industry to recognize the significant changes in merchandising methods in the last ten years—and to do something about them.

**As a start, Schick will begin selling directly to you, the retailer, beginning February 21, 1959.**

**By working with you—we can work better for you. Together we can bring stability to our industry.**

Together we can end the price footballing, the short range promotions and "deals" that are in reality price cuts. We can end abused advertising practices, unfair discounts, unrealistic pricing.

And we can put the profit back in electric shavers.

Naturally, under this new direct distribution plan Schick can offer you better service, too. With our new merchandising and service organization (the largest ever provided by an electric shaver manufacturer) we can make sure you have all the tools you need to sell with. And have them precisely when you need them.

We realize that this new approach to distribution will cure only some of the ills in our industry. But it is a strong, positive step—one of the many soon to come from Schick. Our sales representatives will be calling on you to tell you about them—and to tell you how you can become an Authorized or Franchised Schick Dealer.

*Charles G. Sifford*  
CHARMAN OF THE BOARD

*John J. Rudy*  
PRESIDENT

**YOUR SCHICK REPRESENTATIVE WILL CALL ON YOU SOON:** Welcome him. He is an expert in his field and is at your service to help you make a better profit on electric shavers in the future. He will also have more news on new products and new policies from the new management at Schick.

SCHICK INCORPORATED

you can't  
pass up gas—

if you're in  
the appliance  
business.



# Welbilt

*low priced 36" gas range  
"Gold Star" features*



Costs Much Less!



Another first — the exciting Gas Range with all  
the Gold Star features —

irresistibly priced to loosen purse strings.



Burner-With-A-Brain —



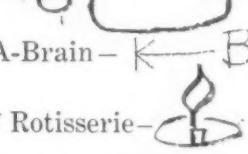
→ BIG →

Wide Oven Giant



Griddle —

RADIANT



Rotisserie —



Simmer Jet Burners —



"Matchless"

Automatic Oven Ignition —



New "Square Look" Golden Backguard

HONORED SINCE 1864

**WELBILT CORPORATION • WELBILT SQUARE, MASPETH 78, N. Y.**

WELBILT CORPORATION-Manufacturers of: Welbilt Gas Ranges, Electric Ranges, Air Conditioners, Welbilt-In Ranges, Detroit Jewel Gas Ranges, Garland Commercial Cooking Equipment. Outside the U.S. and Canada: WELBILT INTERNATIONAL CORP., 405 Lexington Ave., New York 17, N.Y. Cable Address: WELBILTCO

## New Products



Thermador baseboard heater

### Thermador Heater

Newest in Thermador line of electric heaters features slim, modern design, low installation cost, and the largest heat transfer area (500 square inches per lineal foot) available in this type of heater.

"Therma Core" heating elements are lifetime and operate at safe temperature "black heat". Coils are surrounded by porcelain jacket enclosed in aluminum conduit for positive safety. U. L. approved heaters are available in sizes ranging from 54 $\frac{1}{4}$  inches to 121 $\frac{1}{4}$  inches and in wattage from 1,000 to 3,000. Thermostats are available in single or double pole models for wall or baseboard mounting. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Cal.



Electrovector electric floor insert heater

### Electrovector Floor Heater

New floor insert heater features lifetime trouble-free element, hermetically sealed air-tight casing of 20 gauge electro galvanized steel. Floor grille made of heavy gauge steel and welded at every joint, finished in Dura-Gold, and easily removable for periodic cleaning. Floor insert heater fits through subflooring, mounted between or parallel to joists. Heaters controlled by two wire, single line break, wall mounted thermostats. Electrovector, Inc., 475 Flushing Ave., Brooklyn 5, N. Y.

#### BRIEF

The new Shank appliance moving dolly kit No. 601 consists of 3 units — 2 dollies and a pry bar is designed to save time and eliminate heavy work for appliance dealers, distributors, service men and motor carriers. The body portion of each dolly is of heavy channel steel, has a 3-section brass roller at rear; front has 2 rubber wheeled ball bearing casters, rubber bumper prevents injury to finishes. Pry Bar has aluminum head; complete kit is shipped with 2 buckle-type woven straps. Price, \$22.50 complete. The Shank Mfg. Co., 4646 W. 12th Place, Chicago, 50, Ill.

An advertisement for Beauty Queen built-in kitchen equipment. It features a large, integrated range unit with a cooktop, oven, and lower storage cabinets. To the left is a separate built-in oven. A man in a suit stands next to the range, looking towards it. The background is dark with a glowing effect around the equipment. The text "Beauty Queen" is at the top, followed by "Beautiful Built-Ins Beautiful Profits".

If you're in the built-in cooking equipment business, you need Beauty Queen steel cabinets. If you want to build a reputation for kitchen styling at competitive prices and better profits, Beauty Queen's complete line will help you do it.

Beauty Queen makes cabinets for **EVERY** built-in range or oven whether



gas or electric. They come in eight exquisite pastel colors and white, in superb baked-on enamel finishes that match kitchen appliances.

Beauty Queen cabinets can be your biggest help in getting your share (and more) of the tremendous kitchen remodeling business, selling custom beauty at the lower cost of unitized cabinets.



Beauty Queen makes the most complete line of base and wall cabinets in the country...all the components for volume or custom kitchen operations. Finest steel construction...in white and eight pastel colors...simpler to install...top quality, competitively priced, FHA or private financing available.

## ANNOUNCEMENT

Now Beauty Queen introduces the new Fleetwood line. All new styling... same famous quality steel cabinets with flush, decorator wood fronts in **Silver Maple, Maple Cream and Spice Maple**. Exclusive all new, completely concealed hinges...designer door and drawer pulls in anodized, antique copper.

*Everyone wants a Beauty Queen franchise! Don't wait, write now... your territory may be open. Write for catalog FKB-203.*

**Toledo Desk & Fixture Co.**

Maumee, Ohio

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**MERCHANDISING**  
**SUPPLEMENT**  
**PRODUCTS-SERVICES**  
**FOR MORE SALES—MORE PROFITS**

**RATES:**

\$28.28 per inch. Contract rates on request. An advertising inch is measured  $\frac{1}{8}$ " vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by March 10th will appear in the April issue.



**LIFSCHLUTZ**  
**FAST FREIGHT**  
 NEW YORK • BOSTON • BALTIMORE • PHILA.  
 NEW HAVEN • BLOOMFIELD, N. J.  
 SPRINGFIELD, MASS. • CHICAGO • MILWAUKEE  
 LOS ANGELES • SAN FRANCISCO



Belgian manufacturer of electrical motors wishes to collaborate with American manufacturer for the construction and selling on the Common Market of dishwashers and automatic washers. Please apply to Ateliers Henri Ranson & Fils S.P. R.L. 96, Avenue Emile Zola, Brussels 3, (Belgium).

# scheduled meetings

## MARCH

10 to 12th Edison Electric Institute Annual Meeting, Commercial Section Edgewater Beach Hotel Chicago, Illinois

23 to 26th Institute of Radio Engineers National Convention, Coliseum and Waldorf Astoria New York, New York

## APRIL

1 to 3rd Gas Appliance Manufacturers Association Annual Meeting, Americana Hotel Bal Harbour, Florida

5 to 9th Edison Electric Institute Annual Convention New Orleans, Louisiana

## MAY

3 to 6th Air Conditioning and Refrigeration Institute Annual Meeting, The Homestead Hot Springs, Virginia

24 to 27th National Association of Electrical Distributors Annual Convention, Conrad Hilton Hotel Chicago, Illinois

## JUNE

1 to 3rd Institute of Appliance Manufacturers, Netherland-Hilton Hotel, Cincinnati, Ohio

15 to 25th Summer Markets Merchandise and Furniture Marts Chicago, Illinois

21 to 25th NAMM Annual Music Show New Yorker Hotel New York, New York

22 to 26th Western Summer Market San Francisco, California

29 to July 3rd Summer Markets Atlanta Merchandise Mart Atlanta, Georgia

## JULY

13 to 17th National Housewares Show Convention Hall Atlantic City, New Jersey

## AUGUST

Week of August 10 International Association of Electric Leagues El Cortez Hotel San Diego, California

9 to 15th NARDA Management School American University Washington, D. C.

## SEPTEMBER

28 to October 2nd National Hardware Show Coliseum New York, New York

## OCTOBER

5 to 7th American Gas Association Annual Convention, Conrad-Hilton Hotel Chicago, Illinois

## NOVEMBER

2 to 5th 11th Exposition of the Air Conditioning and Refrigeration Industry Convention Hall Atlantic City, New Jersey

9 to 13th National Electrical Manufacturers Association Annual Meeting, Traymore Hotel Atlantic City, New Jersey



"IF I CAN ONLY BUTTONHOLE THE OWNER,  
 WATCH ME SELL DEHUMIDIFIERS."

# DISTRIBUTORS WANTED!



**98¢**  
**complete**  
 (REFILLS: 2 FOR 98¢)



**MAKES PURE WATER FOR STEAM IRONS**

## GREAT FOR REPEAT BUSINESS

Over three million KLEENSTEAMS are now in the hands of American housewives—and that is *only* the beginning of a huge market for "starter" units and an even bigger and steadier market for the "refills" that will be needed as thousands of tubes of water-purifying mineral become exhausted. KLEENSTEAM is packaged in a self-selling counter display of *proved* merchandising power. Many potential customers are now looking for KLEENSTEAM refills. We need more distributors to handle this growing business. We need you!

WRITE TODAY FOR FULL PARTICULARS



840 CEDAR ST.  
 ROCKFORD, ILL.

# editorial

LAURENCE WRAY Editor



## Promotions...The Kickoff Year

THE year 1959 may well be remembered as the kickoff year for the most ambitious promotions the appliance industry—gas as well as electric—has ever seen. More money will be spent than at any time in the industry's history and, most important, these promotions involve every segment of the industry—utilities, manufacturers, distributors, builders and contractors.

Following is a brief resume of what you can look for—a summary of activities which should put real sales promotional bounce into your business, re-establish consumer confidence, and take away some of the stench of the deceptive price advertising and general carnival-like approach we have been all too guilty of in the recent past:

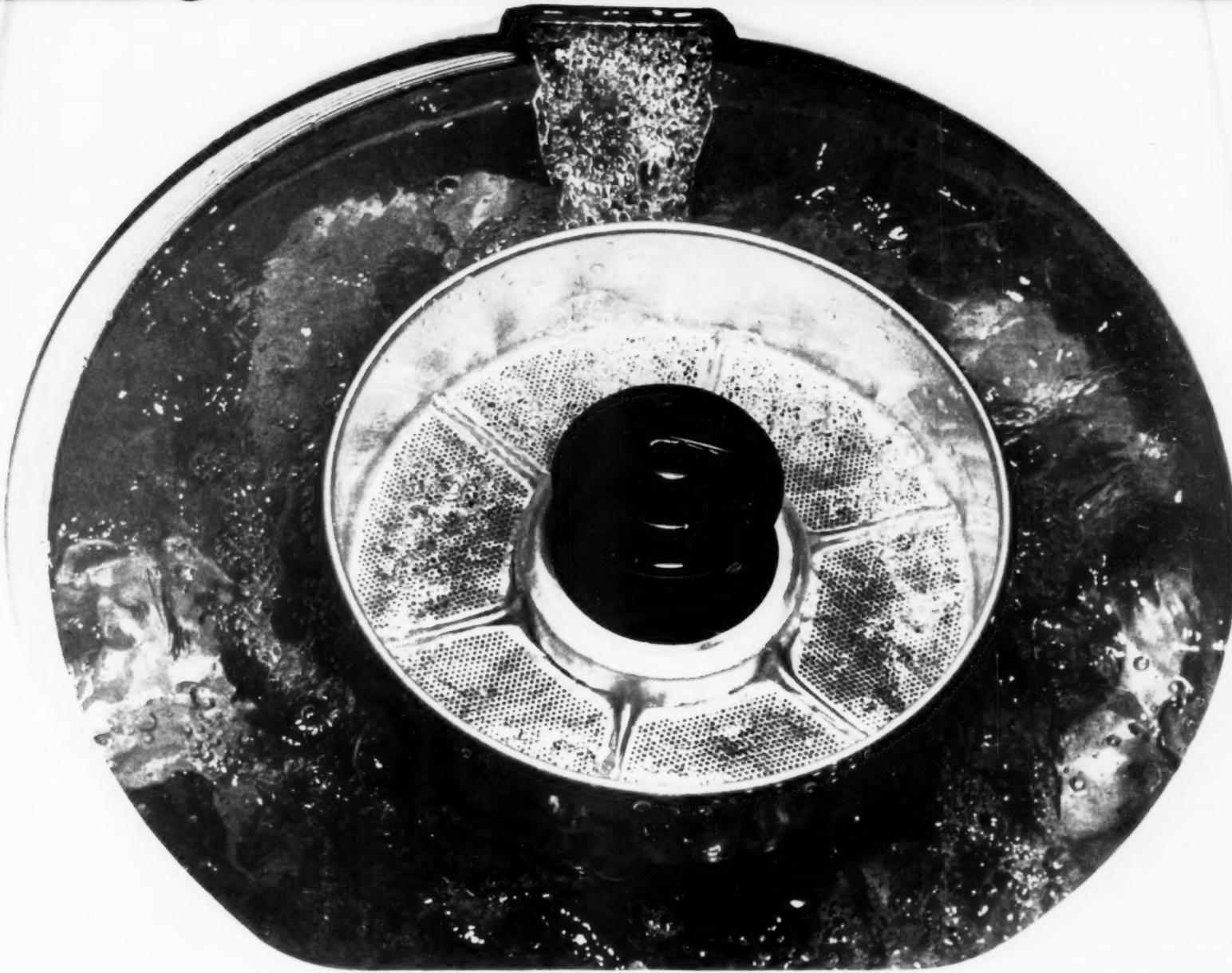
**The National Electric Living Program.** This is an electrical utility sponsored promotion under the auspices of the Edison Electric Institute to promote the electric way of life. This year alone, the utilities have appropriated \$2½ million to create an "all electric climate" in the public's mind; to promote appliance sales throughout the year on kitchens, home laundry equipment and electric housewares; the Housepower program to update wiring standards; and to support a greatly extended Medallion Home program and a Light for Living campaign. The National Electric Living program is an outgrowth of the "Live Better Electrically" program but will adopt this well known slogan and integrate many of the proven successful aspects of LBE this year. The Electrical Living program might be described as the electric utilities' first real cooperative venture to promote their residential loads. While LBE is due to bow out as a manufacturer-sponsored activity in 1960, two important big promotions loom this year. One is the spring "Give Better Electrically" drive to be kicked off in a multi-page ad in the May 2nd Saturday Evening Post, promoting appliances as gifts for Mother's Day, showers, weddings, graduations and the like. Again in the fall, as they did last year, LBE will sponsor another big "Give Better Electrically" drive to promote appliances as gifts for the Christmas season. Another giant fall promotion will break in the September 14th issue of Life Magazine during National Home Week. This will consist of a precedent setting 30-page advertising section sponsored by major manufacturers and EEI to promote the Medallion Home program. This one ad alone will cost about \$1 million, will be seen by 32 million Life readers and will be distributed by the millions through electric utility companies.

**Bureau of Advertising—ANPA.** American Newspapers Publishers Association, through their Bureau of Advertising have scheduled three big promotions for 1959 in the appliance field. Some 700 to 1,000 member newspapers of ANPA will run coordinated editorial and advertising messages in a spring promotion called "Dads, Brides and Grads" to sell appliances as gifts; another campaign tied in with the Home Improvement drive and a major effort in the fall again designed to promote appliances as gifts.

**American Gas Association.** The gas industry, which has been rapidly stepping up its promotional efforts in the past few years, will spend an estimated \$6 million in 1959—\$3 million for television alone on Playhouse 90, \$2 million for the Gold Star gas range promotion and \$1 million for general promotion—a total of \$6 million to promote gas appliances.

**Westinghouse "Total Electric Home".** Westinghouse is going to spend an estimated \$2½ million in 1959 alone to stimulate construction of what they call "Total Electric Homes" and to influence the electrical modernization of existing homes. The company's effort will complement the LBE and EEI programs but their main emphasis is going to be based on the use of electricity for home heating and air conditioning. The company feels that the public believe they have an "all electric home" if they own a few appliances, hence the emphasis on electric house heating and cooling as the basis for the total electric home concept. They envision an average kw hr. use of eight to ten times the 3,300 kw hours of today's average home and they believe that the number of homes to be heated electrically will grow from one half million in 1958 to 2.2 million in 1959 and about 8 million in 1978.

In addition to the specific promotions outlined above, there are, of course, other important ones which will continue and expand, such as the United States Steel Spring Bride promotion and Operation Snowflake. But it should be borne in mind, too, that collectively the manufacturers, retail dealers and utility companies in the country spent literally hundreds of millions of dollars for advertising and sales promotion at the local level. These are probably the most important advertising dollars being spent to get customers into your stores. But the dramatic aspect of the year 1959 is the fact that all elements of the industry are cooperating for the first time in broad national promotions to help you sell goods.



Every woman knows it. It doesn't require much time in the laundry to learn that clothes are really no cleaner than they're *rinsed*. Here you see a close-up of Hamilton's Agitated Over-Flow Rinse. It's just one of 5 Separate Rinses employed by the Hamilton automatic washer to insure that clothes are rinsed as clean as they're washed. The others: Spinaway Shower Rinse, Fresh Over-Flow Rinse, Agitated Deep Rinse and Final Shower Rinse. These 5 separate rinsing actions loosen soap and scum, float away and spin away the most stubborn film and soil, freshen fabrics before drying. Each has a separate function, each is essential to the sparkling-clean wash that comes out of a Hamilton. When you tell a woman this story of the importance of rinsing, you're confirming something she already knows and believes. And when you tell her that Hamilton has 5 Separate Rinses, you're well on the way to closing the sale.

# Hamilton

**STRONGEST EXCLUSIVE LAUNDRY LINE GOING!**

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

# The Time Has Come for Appliance Manufacturers to Put Meaning into Retail Franchises!



## Kelvinator Proudly Takes The Lead!

*H. L. Travis, Vice President in Charge of Sales, Kelvinator Division, American Motors Corporation, discusses dealer franchise needs and announces the Kelvinator Registered Franchise in an open letter to appliance retailers.*

### **TO MAJOR APPLIANCE RETAILERS:**

Many things have contributed to the greatness of America. Prominent among these has been the principle of giving men a right to the profits that result from unusual ability or extra endeavor.

The inventor has been protected by his patent.

The pioneer with his homestead right.

The prospector by filing his claim.

The author with his copyright.

In other fields, franchises were granted to guarantee profit to those who invested in our first canals, railroads, and gas and electric utilities. The first investments necessary to establish retail sales and service for the automobile and appliance industry were protected with franchises.

In the appliance industry franchise rights had real value until about 1937. In the next few years, manufacturers attempting to offset volume being lost to rising mail order competition, increased retail outlets until the value of a franchise all but disappeared.

Dealer complaints at this condition went unheeded except at Kelvinator. In 1940 we established our policy of:

An adequate market for every dealer.

An adequate dealer for every market.

Under this policy, Kelvinator fought hard to retain a value in its retail franchise, and we are proud that we were able to do so in many markets. Numerous instances of sensible relationships were maintained between our company and dealers.

Broadly speaking, however, retailers who had expected to profit handsomely from the high volume post-war years saw their hopes dashed and profits at a minimum as manufacturers increased retail outlets to over 100,000 in our industry.

In many instances, dealers themselves gave up a good franchise position. They couldn't resist the temptation of "specials," "advertising deals," "trips," "contests," etc. They soon found, however, that these were not short cuts to profits because the same deals were given to everyone in town.

During these hectic years, profitless for so many dealers, Kelvinator management has been forced to wait patiently until at least a few dealers were fed up with the selfishness of short-sighted manufacturers; and, therefore, ready to listen to a sound business approach to their future.

Recently we have sensed a new and definite trend in dealer attitudes:

1. Many have learned that "specials," "deals," "trips," etc., are not rosy roads to profit.
2. They, too, are looking at high volume years ahead, but this time they want an opportunity to secure the profits that should result from increased sales in their markets.
3. They have watched the greater successes that have come to dealers who have had a sound franchise position with good brands in their markets. They see that selling product under decent franchise conditions has been more profitable than fighting it out price against price.

To these thinking retailers, we say, "You are on the right track: it's time manufacturers recognize it and provide you with a franchise under which this type of sound retailing can prosper."

Kelvinator proudly leads the industry again by announcing the

### **KELVINATOR REGISTERED FRANCHISE**

This new franchise will not be available to all retailers. It may not have much application in our eight or ten largest cities for a while . . . but to selected retailers in the rest of our country, it will return the appliance franchise to an instrument of real value . . . it will give a retailer the opportunity to profit from unusual ability or extra effort.

In this "Registered Franchise," many dealers can be assured of having a franchise arrangement that cannot be changed as long as they sell a reasonable per cent of industry volume for Kelvinator.

Kelvinator distributors and zone offices are now beginning to discuss this new franchise with selected Kelvinator retailers in each area.

We sincerely hope that this move by our company will be the beginning of a greater opportunity and a better future for manufacturers, distributors, and retailers alike . . . that our entire appliance industry will go into the great volume years ahead offering a sound place for a man to invest his money and a proud place for him to invest his time.

If you are an appliance retailer, unhappy with present franchise conditions in your market and sincere in your desire for a future under a dependable franchise relationship, a letter to me will bring you the details of this new opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "H. L. Travis".